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BUSINESS & FINANCE

The REPORTER

of Direct Mail Advertising

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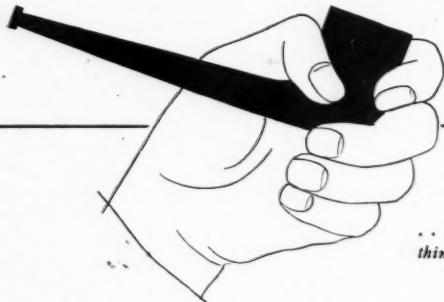
First Copy



Antics at Atlantic City

Your reporter attends the 23rd Annual Convention
of The Direct Mail Advertising Association... and
gives you his notes, and pictures.

The joy OF WELL-SPENT DOLLARS



*... the bonus of
things well made*

Reaching for dollars, paying dollars out, getting something for dollars is our daily calisthenics.

The spending of a dollar can bring the hollow gratification of a bargain driven or the lasting satisfaction of a value received.

America depends upon the integrity of things well made. Some men recognize it; some do not. Some are self-confident; others are self-conscious. One buys what does more; the other buys what costs less.

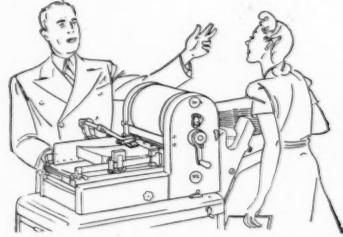
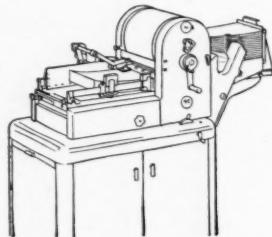
The man who knows quality is not an expert

on everything he buys, but where his knowledge as a buyer ends he knows where another's responsibility as a maker begins.

He depends on his lawyer, his banker, his doctor—and sincere American trade-marks.

He knows that you seldom get what you don't pay for.

For his own satisfaction he wants the feel of the silk, the truth of the watch, the fit of the collar, the fineness of the leather, and the keenness of the blade that is the bonus of things well made.



What is the Mimeo graph duplicator?

It is the quality method of stencil duplication for business, school and institution . . . Mimeo graph duplicators (there are four basic models) are handsome and strong . . . they are built to serve for years.

Will it serve your business?

It is our business to find that out first—before we sell you a Mimeo graph duplicator . . . to survey your needs, analyze your problems, and learn your requirements . . . to know the Mimeo graph duplicator can serve and save for you.

Will it serve your business well?

If you buy the Mimeo graph duplicator, our next step is seeing your people know how to operate it and do it well . . . we feel that it is part of Mimeo graph responsibility to teach how to do Mimeo graph work neatly, efficiently and economically.



Mimeo graph duplicator

MIMEOGRAPH is the trade-mark of A. B. Dick Company, Chicago, registered in the U. S. Patent Office

REPORTORIAL:

THIS SHOULD be "a report for September" . . . but since the D.M.A.A. Convention came so close after the end of the month, we decided to give you a complete analysis of the antics along the Atlantic while subject is still fresh. Start reading wide columns on next page and wade right through. You will get (we hope) a clear picture of the ideas or memories you would retain in your scrap book, if you had been present at one of the best Conventions ever staged by the D.M.A.A.

What about the "War in the Mails" campaign? Just because we are limited in space this month . . . don't think we have forgotten about it. During September, *your reporter* attended many meetings; talked with hundreds of people; uncovered much substantiating evidence; journeyed to Washington to present proof to various Congressmen and officials. We have answered hundreds of letters—and have read with interest and approval the many letters sent by *Reporter* readers to Washington representatives.

On page 25 you will find *resolutions* which have been passed. No definite legislative action has been taken, although several Congressmen are "on the verge." Dies Committee now has so much "dangerous" evidence that it is questionable whether it will be released publicly . . . since the evidence would be sufficient to rupture remaining relationships with the bullies of Europe.

There is little reportable *new evidence* covering the misuse of the mail. Newspapers, magazines and radio have taken up the crusade . . . so the work of *this reporter* is not as difficult as it was last May. Worst example secured during September was a 253 page, 6" x 9" book, entitled "War-War-War" mailed from Washington at the book rate . . . 1½c stamp. No author, publisher, printer or authority stated. *An anonymous book.* Post Office carried it for 1½c per pound . . . a loss.

A violent attack on Jews and our Government officials. Question is: should book rate be available to anonymous publishers of scurrilous, Nazi-inspired propaganda? We say—NO. The book publishers better get busy or they will lose their legitimate book rate. Our enemies in Washington might like to tell the *lawyer author* of this book that *his name is known*; and the printer is known. The Post Office has been asked: "Why was this book accepted?"

THE REPORTER

THE REPORTER OF DIRECT MAIL ADVERTISING

Edited by Henry Hoke, assisted by associate reporters all over the world

OUR REPORT FOR SEPTEMBER, 1940 . . . Vol. 3, No. 6

REPORTING D.M.A.A. CONVENTION

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And many Miscellaneous Ideas Throughout

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VISIT THE DIRECT MAIL CENTER FOR DIRECT MAIL IDEAS

What else is happening? The same old stuff is overburdening the mail. Mathias Schmitz continues to send out his tripe (N. Y. Times definition) from the German Library of Information. He has a new racket now—quotes religious articles from "International Goodwill"—a ministerial-group-inspired sheet published on 40th Street (across street from Board of Trade for German American Commerce). Purpose: to convince religious people that Hitler is *very religious*. Oh yeah! Ernest Schmitz (our libel threatening boy-friend) continues to issue his silly, senseless and sabotaging travel bulletins for German Railroads under the guise of legitimate business. What he does with the rest of his time . . . and with his spying, Nazi-agent field force, only the F.B.I. and the Dies Committee knows. Sweet Land of Liberty! The Board of Trade for German-American Commerce continues to send out its very efficient magazine . . . preaching the gospel of appeasement. The only real stoppage: The American Fellowship Forum folded its tent on 42nd Street—and Herr Auhagen was arrested in California trying to skip the country . . . after claiming that the "Dies Committee is a bunch of dopes." The boats still bring to the West Coast tons of mail (via Siberia) . . . mail which Uncle Sam delivers without payment. Even the present German stamps are shoddy imitations of real stamps.

What will we do about it? Just keep on working and hoping. We will keep on uncovering foreign propaganda and will submit it to Government officials with our urgent plea that it be barred from the mails. We will keep on in spite of Thomas Quinn Beesley of the National Council of Business

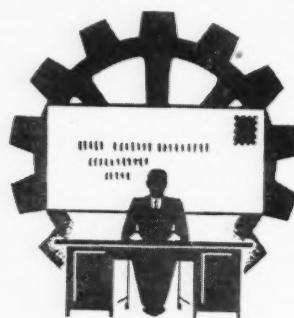
Mail Users, who continues to "view with alarm" and fight our campaign to free the mails of disruptive propaganda. His most recent multigraphed tirade winds up with these heartrending words:

"Let me say only this, that the day we must compromise on our civil liberties as American citizens in order to survive, that day you will have my resignation as your president, and that day we, as a Council, will be extinguished. America, as we have known it from our youth, will have ended."

Amen! But, brother Beesley has so far failed to answer the repeated question "Are you or are you not in favor of Nazi propaganda in the mail?" We refer T.Q.B. to resolutions on page 25 and to result of poll on page 6. So what . . . and what next? In spite of appeasers, isolationists and defenders of "freedom"—the foreign snakes will be driven from the mails when enough believers in *real freedom* demand that "freedom" be reserved for those who want to *preserve our freedom*. I am willing to "compromise" some of my *civil liberties* to help America SURVIVE. H. H.

P.S. Complete file of Beesley (National Council) Correspondence available for inspection (any time).

P.P.S. Watch your local newspapers carefully. Startling developments are around the corner. Dies Committee investigation is reaching a climax.



1860 DIRECT MAIL

GEORGE DUDALE of Delane Brown, Incorporated, Towson, Maryland, picked up an interesting document, in the original envelope in which it was mailed, in a second-hand book store in Vermont two or three weeks ago. He kindly sent your reporter a copy.

Letter is too long to print here . . . but we are glad to have it for the archives. It was a form letter sent by nine signators of the Republican Executive Congressional Committee, asking cooperation for the Presidential Campaign of 1860. It describes how the country was going to pot and how badly contributions were needed. It explained how the Committee would use the mail to furnish speeches and other informative material. Although 80 years old, it sounds very familiar . . . but it also shows that mailing lists and Direct Mail were used in those days just as they are today in political campaigns.

INDEXED BOOKLET

ANOTHER INTERESTING EXAMPLE of the "shortened-pages" technique is the booklet issued by the National Chemical & Mfg. Company, 3617 South May Street, Chicago, Illinois. Colorful booklet is entitled "How to make your rooms look their very best . . . a short course in interior decorating by the makers of Luminall Paint." In this case the cover measures 9½" x 8½". Each inside sheet is ¼" longer and is printed on a different color paper. That provides a rainbow effect on the right-hand margin and each sheet is labeled at the right-hand edge, such as "Living Rooms . . . Choosing the Right Color Scheme" or "Dining Rooms . . . Sound Principles." We are glad to put this on display in The Direct Mail Center.

REPORTING A DIRECT MAIL CONVENTION

Atlantic City is . . . a great spot for a Convention. The D.M.A.A. experiment on October 2, 3 and 4, exceeded expectations. A good crowd . . . in a good humor.

The first session opened just exactly *only* 14 minutes late (which is something of a record for any Convention). Frank Egner was his usual jovial self in getting proceedings under way.

One interesting and gratifying trend noticed by *this reporter* right from the start . . . was the fact that many of the speakers used the questionnaire technique in preparing their talk. Instead of giving their own private opinions on the subject being discussed . . . they gave the combined or summarized opinions of many other people approached prior to the Convention.

"How Can Direct Mail Best Meet Today's Conditions?" was the keynote address by L. Rohe Walter, President of The Direct Mail Advertising Association; Advertising Manager, The Flintkote Company.

He got off to a flying start with this portentous paragraph:

"Ours is the tragic privilege . . . as the magazine Time has so aptly put it . . . of living and taking part in the greatest worldwide military crisis since Napoleon, the greatest election crisis since Lincoln, the greatest economic crisis since Adam Smith."

After reviewing the events of the last breathless year, Mr. Walter explained that, in order to find the answer to the immediate question—"How Can Direct Mail best meet today's conditions?"—he wrote to a group of leading men and women in the advertising profession, asking how they would answer the question. Here are brief excerpts from some of the interesting replies:

Robert Collier—by giving more help to those to whom it is sent.

J. S. Roberts—by keeping in touch with customers (in the case of manufacturers whose output is taken over for defense purposes) until they are ready to enter the market again with available products for sale.

Jack Carr—by making letters more humane, and sympathetic, and understanding, because of the mental attitude of fear, uncertainty and loneliness prevailing in the world today.

Jules J. Paglin—by following sound military tactics, by keeping eye, ear and selling sense trained on one objective and bombing away at it with the kind of direct mail that will get direct hits.

John H. Sweet—by the intensive cultivation of individual markets and individual buyers, for which Direct Mail is ideal.

K. E. Kellenberger—by providing insurance for intangibles—skill, recognition, good will, etc.—which are most vulnerable to attack.

S. H. Giellerup—by breaking down lists into new classifications, to reflect the shifting attitudes of the public, so Direct Mail can approach each of them on the basis of each one's particular viewpoint.

Richard Messner—by striving for completeness of message, to give the reader all of the information he wants and needs.

C. B. Larrabee—by continuing to do as it has done in the past: prove itself a sound, productive method by which the manufacturer with a good product can talk to the kind of people who want that kind of a product.

Mr. Walter concluded these, and other answers to the question, with these words:

"It would seem to be the opinion of these men and women of high standing in the advertising profession that Direct Mail Advertising has an important part to play in meeting today's conditions. Furthermore, because of the selectivity, the flexibility, the directness, and the adaptability of all physical forms inherent in Direct Mail, this modern sales tool is peculiarly suited to help meet today's changing conditions efficiently and economically."

B. W. Keightley, Advertising Manager, Canadian Industries, Limited, Montreal, Quebec, Canada, furnished much of the humor and drama of the opening session. He, too, made a poll of Canadian advertisers prior to his appearance in Atlantic City. He found:

1. Canadian advertisers are spending the same or slightly larger amount of money on Direct Mail in 1940 as in 1939. That is, the war has not decreased the use of Direct Mail.

2. War conditions have not changed the appeals or the approach used in Direct Mail. "Advertising has minded its own business." Canadian advertisers have not used the war appeal to sell goods, because they have found that good goods do not need extraneous appeals.

3. Canadian advertisers have found that their Direct Mail is pulling better than in 1939. Some of this is due to the natural exhilarated tempo of business.

(It's just a personal opinion . . . but B. W. Keightley gets *The Reporter* hypothetical Gold Palm for being the most entertaining, dramatic and effective speaker throughout the entire Convention.)

Eugene S. Robb (Attorney) and Harry Collins Spillman, National Association of Manufacturers, were the two representatives from Washington, D. C. on the opening program. The first discussed the restrictions on advertising and the other the need for a revitalized America.

Your reporter cannot become unduly alarmed concerning restrictions on advertising so long as they require advertising to tell the truth.

THE LUNCHEON MEETING

Adrian W. Phillips, Advertising and Sales Manager of the Chalfonte-Haddon Hall was the genial Chairman of the successful opening luncheon at which all the usual dignitaries were presented.

Sanford Griffith, President of Market Analysts, Inc., New York, gave his story of "Democracy At Work On National Defense." Part of his talk was devoted to reviewing some of the work that has been done in uncovering

HOW CANADA FEELS ABOUT IT!

FOR THE PAST SEVEN YEARS I have not missed a convention of the D.M.A.A. They have all been good—each has offered much guidance and suggestion—but personally, in my own opinion, this last convention just closed in Atlantic City gave me more practical "meat" to take home and digest than any other I have ever attended. In saying this, I am sure I speak for the entire Canadian group who were accorded such gracious hospitality and cordial recognition. Rohe Walter and all who were responsible did a superb job.

The emphasis placed upon the mental processes—the investigation, thinking and planning—that must precede any sound effort was most stimulating.

Also I cannot fail but to re-echo the sentiments expressed by Bert Keightley in his speech at the convention, that all Canadians genuinely and sincerely appreciate the making of new personal contacts, the securing of mental stimulation and seeing, as well, the pace-setting examples of fine work that reward those who attend D.M.A.A. conventions.

I feel highly honoured that I have been named vice-president for Canada and I will endeavour to awaken in the Dominion a more lively appreciation of the valuable function being performed by our association. At this time particularly, both in Canada and the United States, the problem of economic and speedy distribution, together with that of raising large sums of money for national defense, is one of prime national importance and in this field the best brains of those engaged in the profession of creating effective direct mail sales promotion campaigns should make a valuable contribution.

The feeling of kinship between the English speaking peoples, whether under the Stars and Stripes or the Union Jack, and which I felt so strongly at the convention, was very warming to Canadian hearts.

Spalding Black, Adv. Mgr.
Canadian Industries Limited
"Cellophane" Division
Montreal, Canada

NOTE THIS: Arthur W. Theiss, S.P.M. of Ohio National Life Inc. Co., 2400 Reading Rd., Cincinnati, Ohio, is chairman of a special DMAA Committee which will poll membership to learn preferences in time and location for 1941 Conventions. All *Reporter* readers are urged to participate in this poll. Send your suggestions to Art Theiss.

A GOLD PALM PROGRAM

YOUR REPORTER awards one of his hypothetical Gold Palms to the Committee which staged the Pittsburgh version of the commemoration of the 500th Anniversary of Printing . . . held Saturday evening, September 28th, 1940, in the Hotel William Penn, Pittsburgh. The souvenir book designed under the direction of Homer E. Sterling, Ch., Carnegie Tech; Wendell Gullion, Eddy Press Corporation; Theodore G. Bixler, Davis & Warde, Incorporated; R. H. Caffee, Republic Bank Note Company; Forrest Lydic, Alling & Cory Company; Jerry Maloney, Pittsburgh Photo Engraving Company and Jules Landau, The Printing Press, deserves many Gold Palms and will go on display in The Direct Mail Center. It is a spiral bound 8 $\frac{3}{4}$ " x 12", 50 page work of art . . . with a blue cover embossed with a gold medallion. It will probably rank as one of the best typographic jobs of this year (and many other years). It tells the story of printing and gives a careful explanation of all of its intricate operations. This Souvenir Book was sold for \$1.00 to help finance the cost of the celebration. Thanks to Jim Coolie of Chatfield & Woods for giving us a copy.

MARKETING OPPORTUNITIES—1940

HAS JUST BEEN PUBLISHED by the Lithographers National Association, incorporating the addresses made at the 35th Annual LNA Convention in Del Monte, California. Contents include: "Address of Welcome" by E. H. Wadewitz, President, Western Printing & Litho. Co., and President of the Lithographers National Association; "Some Realistic Aspects of Collective Bargaining" by Almon E. Roth, President, San Francisco Employers' Council; "The Force of Ideas" by Lloyd E. Wilson, Public Relations Director, Young Men's Christian Association, San Francisco; "Report of the Lithographic Technical Foundation" by R. V. Mitchell, Vice-President, Lithographic Technical Foundation, Inc., New York; President, Harris-Seybold-Potter Co., Inc., Cleveland, O.; "The Way to Look at It" by Dr. Frederic P. Woellner, Professor of Education, University of California at Los Angeles, Cal.; "Mars Plays with Paper" by Victor E. Hecht, Vice-President, Zellerbach Paper Co., San Francisco; "American Business and the War" by Dr. George W. Dowrie, Professor of Finance, Graduate School of Business, Stanford University, Palo-Alto, Cal. Well worth reading . . . by all those interested in Lithography.

foreign propaganda (previously reported in *The Reporter*). He described methods which can be used by individuals or groups in combating foreign propaganda in shaping public opinion . . . such as letters to public officials and Congress; letters to individuals who are not playing a "patriotic game"; clubs and community projects.

OPINION ON MAIL . . . AND WAR

The most discussed subject at the 23rd Annual Convention of the Direct Mail Advertising Association at the Chalfonte-Haddon Hall, Atlantic City, New Jersey was one section of an opinion poll taken by Sanford Griffith, president of Market Analysts, Inc., New York in comparison with a similar poll taken at the September American Legion Convention in Boston.

Here are the returns on questions concerning Propaganda in the mail:

Thirty-three per cent of the advertisers were in favor of putting an end to Postal treaty against 37.4 of the veterans. Sixty-seven per cent of the business men were favoring "Stop such kinds of propaganda coming into the U. S." while but 60.5 per cent of the legionnaires favored such a move. (Nearly unanimous that something should be done to stop foreign propaganda in the mails.)

While but 86 per cent of the advertisers were in favor of the Government forbidding use of its mails and radio for home and foreign disruptive propaganda, 89.6 of the veterans favored such action. The veterans were more interested in receiving literature on preparedness than were the business men, 86.8 per cent for the former and 83 per cent of the advertisers.

AND CONCERNING THE WAR

Business men would be more inclined to defend North America as a continent than would members of the American Legion. Eighteen per cent of the Direct Mail people at Atlantic City favored defending the North American continent against 14.5 per cent of the legionnaires queried by Sanford Griffith. While only 14 per cent of the advertising men favored defending just the United States, 17 per cent of the legionnaires favored such a move.

To the question "Do you think that the U. S. will go into the war before it is over," 85 per cent of the advertising men said "Yes," 63.3 per cent of the legionnaires were of that opinion. "Did we make a mistake in getting into the last war," 47 per cent of the business men said yes, to 44.4 per cent of the veterans.

The advertising men, that is 91 per cent of them, would transfer more destroyers to the British if it could be done with safety, against 75.6 of the veterans. Ninety-two per cent of the Direct Mail specialists would add bombers to the list of helps for Britain, against 83.9 per cent of the former fighters. Seventy-three per cent of the advertising men would allow Britain's navy to use our ports as against 65 per cent of the veterans.

THE AFTERNOON ON THE FIRST DAY

D.M.A.A. Director John W. Ladd of the United States Savings & Loan League, Chicago, batted for the absent Bacon Brodie as Chairman of the Wednesday afternoon session.

G. Lynn Sumner, President of The G. Lynn Sumner Company, New York, and President of The Advertising Club of New York, is the cream-of-the-crop speaker for any program. He was in best form at Atlantic City. Lynn has a perennial and consistent kick against standardized copy and layout. Somebody wants comic strip technique with balloon conversation . . . then everyone in the advertising business copies the "trend." Someone wants a dramatic smash picture to dominate his advertisement . . . then everyone

else falls in line and copies the trend. His plea, of course, is for the individual tailor-made approach.

He gave Merrill Goddard's tested formula for the subjects which interest most people. In their correct order . . . they are:

1. Love and sex
2. Crime
3. Religion
4. Science

Lynn Sumner thinks that one of the most important jobs for all copy writers is to remember—1. To tell the truth. 2. To make the truth interesting. The Sumner discussion was concluded with The Ten Commandments Of Copy Writing which *your reporter* quotes in full. This listing should be tacked at the side of the desk of every Direct Mail creative writer.

1. Learn *all* about your proposition before you write *anything* about it. Then material for your copy always will be a matter of selection, and in your copy, your knowledge always will be condensed—never inflated.

2. Organize your material. Determine all your selling points. Get them down in order, from the viewpoint of the buyer's interests—not yours.

3. Decide to whom you are writing. Remember, it is a *person*, not a circulation or a list. What you write will be read by one person at a time. You are writing a letter, not a speech.

4. When you are ready to write, keep it simple. That does not mean writing down to anybody. Simple language is easiest understood, longest remembered. Avoid high-flown phrases, "sweet wind."

5. Use meaningful words and phrases—words that stir the emotions, make the mouth water, make the heart beat faster. Make your copy exciting. If a picture is worth a thousand words, use words that create pictures in the reader's mind.

6. Don't try to be funny. To try and fail is tragic. Few people can write humorous copy and few products lend themselves to it. Remember that the most serious of all operations is separating a man from his money.

7. Make your copy specific—names and places and what happens to whom. Live news gets ten times as much attention as a profound editorial.

8. Write to inspire confidence. Prove your points. If your reader doesn't believe you, nothing else matters.

9. Make your copy long enough to tell your story—and quit. No copy is too long if it holds the reader's interest. One sentence can be too long if it doesn't.

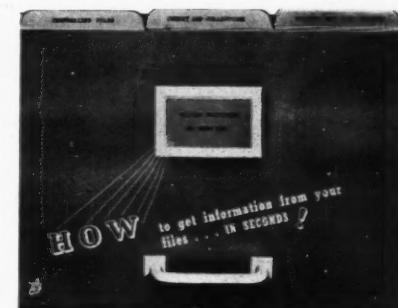
10. Finally, give your reader something to do and make it easy for him to do it. Tell him how to answer, how to buy, where to get what you have to sell, how much it will cost—and finally, why he should do it now. You've written your copy—cash in on it!

THE WOMAN CONSUMER

Helen M. Slator, Director, Consumer Division, Francis H. Leggett & Company, New York City, provided a perfect follow-up for the Lynn Sumner brand of humor. She, too, used the poll technique in preparing her talk. She wrote to women in many walks of life and got their reaction to the Direct Mail they receive. Her talk should be printed in booklet form by the
(Keep on reading the wide columns)

A REALISTIC FOLDER

TELAUTOGRAPH CORPORATION, 16 W. 61st St., New York, recently sent around a folder which admirably dramatizes the service they have to offer. It's the size and shape of a regular file folder. Index tabs read: "Centralized Files," "Credit and Collections," and "History and Case Records." In the center, where the marker



would be on a regular filing cabinet, is printed "Filing Procedure," with the prospect's name typed underneath. (See illustration.) Inside, the folder gives good "reason why" copy to show how TelAutograph enables you to get information from your files . . . in seconds.

Another current example of TelAutograph realism is a "Menu," sent to class restaurants. Front, in two colors, shows line-drawing of a fashionable restaurant interior. Down left side are the "Appetizing Dishes" of the "TelAutograph Menu." For instance: Increased Table Turnover, No Mistakes in Orders, No Noise and Confusion, etc. Inside, the "Menu" shows, with facts, figures, and illustrations, how the same restaurant, with the same number of seats, pays bigger profits with TelAutograph.

Says Sales Promotion and Advertising Manager, Scott Leonard . . . "paid costs 44 times over." Nice work, Scott.

COUPONS IN THE PURSE

REPORTER HUNTER SNEAD sent us a clever laundry mailing that was sent to his wife by the Victoria Laundry, 75-77 Main Street, Tuckahoe, N. Y. A self-mailing piece, folded in the shape of a woman's purse, with what looks like a dollar bill sticking out at one side. Piece opens when the "purse" flap is pulled out. The "dollar bill" is a trick fold, with four perforated "10% Dividend Coupons," each worth 10% discount on laundry bundles. Story is printed on inside of piece in green and black. A separate Business Reply Card is enclosed.

REAL DEALER HELPS

BRISTOL-MYERS COMPANY, 630 Fifth Avenue, New York City, deserve a prize of some kind for their 8-page MERCHANTISER, issued periodically to give sales building ideas to retail druggists. The publication measures 8½x11, but folded and fastened, forms a self-mailing piece. Punched for filing in a ring binder. There have been six published to date.

Each issue has an eye-catching colored illustration and caption on the outside. Inside pages give helpful advice and ideas to retailers. Center spread of each features a timely window display, and has a reply card tipped in for the retailer who wants to order the free display material.

Says R. J. Ingram, Sales Promotion Manager of Bristol-Myers, about MERCHANTISERS—"This material is an effort to take window display promotion out of the doldrums and promote it on a higher plane which it should occupy in helping the retail druggist do a better selling job by tying in his store with nationally advertised products."

Says *The Reporter*, "You certainly do a swell job of it."

STORY TELLING

STORY TELLING BOOKLETS seem to be the rage. Good current example is the 8½" x 11" 16 page booklet issued by The Postage Meter Company, Stamford, Connecticut. Its title "Mr. Reed goes to town." It tells the story of how one business man found a way to cut overhead costs and at the same time speed up the delivery of his business mail. The transmittal letter explains it very nicely in the following language.

"There is nothing fictitious about Mr. Reed except his name. In real life, he is an executive in a large Southeastern supply house. And in the booklet he tells you what he found out about faster delivery of mail. How, by installing a new method of mail-handling, he eliminated a serious but previously-hidden leakage of postage—with resultant savings of nearly 40% in his monthly postage bill. You will find, too, a number of paragraphs taken from other letters, showing that Mr. Reed's experience, far from being unusual, is, after all, only typical.

"And, finally, on the next-to-last page, this booklet explains two plans whereby you can find out just how much you might gain by employing the modern mail handling method which Mr. Reed and thousands of others have found so satisfactory."

D.M.A.A. for the benefit of all advertisers who are selling solely to women. *Your reporter* can give you here only the highlights.

1. Women are fundamentally curious. The majority do not throw Direct Mail away. They want to find out what's in it.
2. The morning mail seems to get the best attention from most women. Women are more relaxed after getting the family off to work or to school, and then can read the mail in the morning with fewer interruptions.
3. Each woman who reads Direct Mail wants to know that *she is important*. Make her think you are talking to her . . . as an individual.
4. Women like "gilding the lily." They like to have appeals "dressed up." They may, and probably do, see through the gilding, but they like the gilding anyway.
5. Women are confused by complex ideas. Make your presentation simple. Miss Slator advised against wild colors, trick folds and die-cuts.
6. Women like an unselfish approach to a sales explanation. That is, women want to know what the product offered will do for them, not why the manufacturer wants to sell it.
7. Miss Slator's poll of many women reveals that their opinion of advertising has improved since last year. Last year women were skeptical or critical of advertising. This year, women seem to accept advertising as a necessary adjunct to prosperity and they are paying more attention to it.
8. Women are fundamentally honest and they can understand or see through dishonesty or "white lies" better than men. So make your Direct Mail truthful.
9. Women object to the words that men ad-writers put into hypothetical conversation. (*Your reporter* cheered at that point . . . and we unqualifiedly recommend Helen Slator as a headliner for any Direct Mail meeting).

ON THE SUBJECT OF TESTING

The next two speakers on the first afternoon program covered the subject of testing from "A" to "Z." David F. Beard, Sales Manager of the Direct Mail Division of McGraw-Hill Publishing Company, Inc., New York City, gave one of his usual thorough expositions of a testing case history . . . in this case the promotion of circulation for a brand new magazine prior to publication. The whole talk would have to be covered in full and with pictures of all pieces. Space does not permit that now. However, if *Reporter* readers will review the article by David Beard in the October 1939 issue of *The Reporter* (page 10) they will understand Dave's technique.

Julian Paul Brodie, President of Green-Brodie, Incorporated, Advertising Agency, New York City, told about a campaign of testing that boosted replies 1700%. That campaign was reviewed in the March 1940 issue of *The Reporter* . . . but here are some of the highlights.

An attention-getting message printed on the outside of the envelope increased the productivity of a previously tested piece by 1/3. In attempting to obtain inquiries for salesmen for The Ediphone, tests proved that it was better to emphasize the booklet offered rather than The Ediphone itself.

Tests proved that in attempting to get inquiries, it is better not to tell too much of the story.

In emphasizing that you should not test more than one variable at the same time, Julian gave a ten-point platform for the things that should be tested. Test the following:

- | | |
|-------------------------|----------------------------|
| 1. Seasons of the year. | 6. Format. |
| 2. Days of the week. | 7. Envelope. |
| 3. Hours of the day. | 8. Coupon vs. return card. |
| 4. Lists. | 9. The test offer. |
| 5. Appeals. | 10. Color, die-cuts, etc. |

Clyde Bedell, Advertising Counselor of Winnetka, Illinois and a lecturer at Northwestern University School of Commerce, was the wind-up speaker for Wednesday. In emphasizing how important it is for advertisers to plan carefully to get favorable attention . . . Clyde said that the average individual in the United States has flung before him each week 4,112,000 words of news, advertising and other reading. (Figures from a survey.) We forget how long it would take for the average individual to read that many words . . . but it can't be done in a week. (Those four million and some words per week are the competition your Direct Mail must stand against in the clamor to be seen and read. It's a savage fight for attention.)

Following the final topic on Wednesday, the Members of the D.M.A.A. convened for the Annual Business Meeting.

THE D.M.A.A. FAMILY

At the Annual Business Meeting of the Direct Mail Advertising Association on October 2nd, the following were elected to the Board of Governors:

1 Year Term
George E. Loder, President
The National Process Co., Inc.
New York, New York

2 Year Term
R. H. L. Becker, Adv. Mgr.
National Cash Register Co.
Dayton, Ohio

3 Year Term
John W. Ladd, Director
Business Development Div.
United States Bldg. & Loan
League
Chicago, Illinois

J. B. Howard, Vice President
Curtis 1000, Inc.
Hartford, Connecticut

Richard Messner, Vice Pres.
E. E. Brogle & Company
New York, New York

Ralph A. Snow, Adv. Mgr.
Davenport Hosiery Mills
Chattanooga, Tennessee

Arthur W. Theiss
Sales Promotion Manager
The Ohio National Life Ins.
Co.
Cincinnati, Ohio

L. Rohe Walter, Adv. Mgr.
The Flintkote Company, Inc.
New York, New York

Frank L. Egner
Assistant Vice President
McGraw-Hill Book Company
New York, New York

Mr. Spalding Black, Advertising Manager, "Cellophane" Division Canadian Industries, Limited, Montreal, and Mr. Victor E. Hecht, Vice President, Zellerbach Paper Corporation, San Francisco—were elected to 1 year terms as members of the Board of Governors, representing the Canadian and foreign and Pacific Coast members respectively.

The Board of Governors elected the following officers to serve 1 year terms:—

President: L. Rohe Walter

American Vice President: Richard Messner

Canadian Vice President: Spalding Black

Secretary-Treasurer: George E. Loder

Jane L. Bell was reengaged by the Board of Governors to serve as Executive Manager of the Association.

Following the business meeting the delegates convened in the Cocktail Lounge at Nancy Burke's adjoining Seaside Hotel. Following that, most of the crowd drove out to Hackneys for a spattered bib-and-tucker lobster dinner. And so to room meetings . . . and to bed . . . with the wind and the rain in our hair.

AND NOW COMES THURSDAY

In spite of lobsters and welcomed sunshine, the Thursday morning session started fairly on time. Wesley H. Beckwith, Advertising Manager, Royal Typewriter Company, Inc., New York, was an interesting and interested Chairman. E. P. H. James, Advertising Manager of National Broadcasting Company, was the lead-off speaker. Here are some of his highlights.

"If you stop to think a minute, direct mail has exactly what radio lacks, and vice

TOO MANY GIRLS

WE POSSIBLY MENTION his trick pieces too often, but congratulations are due again to Leon J. Bamberger, Sales Promotion Manager of RKO Radio Pictures, Inc., Rockefeller Center, New York City, for his



fine folder advertising the picture "Too Many Girls." Cover of 9" x 7" folder is pictured here. It's a triple fold affair. When final fold is lifted, a cut-out chorus stands upright on the stage. Very well done and we are glad to have it on display in The Direct Mail Center.

SALESMEN WHO GOT "TOOK"

THAT 8-PAGE, 5 x 6, booklet of Belnap and Thompson, Inc.—"Candid Snapshots . . . of Salesmen Who Got 'Took,'" has reached us from several companies who are distributing it among their sales forces.

Although it's a little book, it should impress the toughest-skinned salesman. Those trick "Candid" camera shots and pointed descriptions of such well known sales characters as "Little" Willy, "Flatfoot" McGee, "Big-Head" Oscar, "Gimme" Jimmy, "Big-Mouth" Louis, et al, have tempted us to order a supply of the booklets—to hand out to some salesmen who try to sell us . . . as a public service, or something.

NEW H. M.—NEW FORMAT

INDUSTRIAL ADVERTISING ASSOCIATION OF NEW YORK (formerly Technical Publicity Association), has begun publication of a bi-weekly house organ, "TIPS," under the editorship of Rufus Choate, busy account executive of Donahue & Coe, 1270 Sixth Ave., New York. The format appears as . . . galley proofs. Distribution is by mail to all members of Industrial Advertising Association of New York. Glancing over one of the early issues, we predict a long and popular life for TIPS. There were four galleys to this particular issue, full of readable news, information and gossip. Glad to add this promising newcomer to our ever-increasing list of house magazines.

FOLLOW UP ON A GOOD JOB

GENE WEDEREIT of the E. F. Schmidt Company, 341 N. Milwaukee St., Milwaukee, Wis., writes:

"In your last issue of *The Reporter*, you mention the attractive 24-page Convector bulletin of the Trane Co., LaCrosse, Wisconsin. We liked the Trane booklet, too, and we see eye-to-eye with you on the value of testimonial advertising. So, having printed the booklet, we forthwith got out a mailing piece built around it and a testimonial from the Trane Co.!"

"Here 'tis."

Favorably impressed with the Trane booklet, we were still more impressed to see that the E. F. Schmidt Company produced as fine a job for themselves as they did for their client. It's an 11x14 inch, French fold piece. Cover has a humorous line-drawing illustration of Priscilla, Miles, and John, with the title . . . "speak for yourself, John." Inside, the Schmidt Company does just that, with one red swoop that starts with the reproduction of the Trane booklet, goes through a reproduction of the press and photo release, and then to a fine testimonial from The Trane Company. The latter is on the Trane letterhead, tipped to the page. Back page lists addresses and personnel of the E. F. Schmidt Company.

TIMELY TIE-UP

THE ROOSEVELT HOTEL, New York, ties up with the current football season with a "Weekly Football Forecast by H. E. Van Surdam." It's a 5 x 7 folder, perforated through the fold. Left-hand inside page gives some sporty chatter about the week's array of games. Right-hand page gives Van Surdam's picks for the week-end, listing the winners by points. Bottom of this page carries an ad for the Roosevelt Grill, with this copy:

"After a thrilling afternoon of rallying 'round the old school team, meet your friends at the Roosevelt for that fine American institution—the post game autopsy. The number of old school ties will dazzle your eyes, thanks to the lure of our Guy Lombardo and his provocative music makers, the Royal Canadians."

Last page is the blank on which the guest is to list his selection of winners for next week . . . by points. This blank, filled in, is left with the headwaiter. Weekly prizes, for week of September 23, were two dinners in the Roosevelt Grill, and two tickets for the Fordham-West Virginia game.

versa. Radio is purely oral and can be addressed only in a general way to groups of people rather than to specific prospects. Direct mail is purely visual and is primarily intended for specific addresses. Thus, in every case where the two can work as a team, both mediums have received mutual benefits."

* * * *

"While we have often been kidded about it, it is, I suppose undeniably true that radio stations and networks as a whole make more use of direct mail than they do of any other single advertising medium, to promote the sale of their time. In answer to those who suggest that we (as an oral medium) seem to depend on a visual medium to do our selling, however, we are very quick to point out that the major part of the load is carried by our salesmen, who call personally on advertisers and agencies throughout the country. That is to say, our particular advertising medium which is based on word of mouth is sold primarily by word of mouth solicitation, but is ably supported by direct mail as its chief visual supplementary medium."

"I think there is very little doubt that stations and networks have injected a lot of dramatic value into their own direct mail advertising. Some of our most admiring friends have even said that the radio boys have created new high standards of media promotion."

"Perhaps unconsciously we have applied radio technique—we have set out to entertain the reader as well as inform him. For copy, illustration and production, the better radio direct mail pieces have won high praise from critics, juries of award and competitors alike."

"Commercial announcements on the radio program, when added to the entertainment value of the program itself, do the job of building good will. The offer of a booklet or some other printed piece is used to select those families among program listeners who are interested prospects. The follow-up and development of these prospects is the function of direct mail."

"Just as radio took the coupon unto its bosom and turned it into the "radio offer" which characterizes so many commercial announcements today, so radio advertisers and broadcasters have translated some of radio's entertainment characteristics into their printed equivalents. Broadcast advertising re-discovered the power of personal appeal in selling, and advertisers in turn re-applied it to direct mail."

"In the early days, radio announcers were rather lofty, impersonal individuals, but as broadcast advertising technique developed, the announcer became a member of the cast of the radio program—playing as important a part as the comedian, or other participants in the entertainment portion of the program. Announcers were picked for their voices, their ability to present a product dramatically to the prospective customer. And so, national advertisers who for years had looked on their other national advertising in terms of type and illustration, ink and paper, now began to look on their radio advertising in terms of the people who put it over the microphone."

"Advertising agencies have become advertising dramatists—copywriters have learned to write advertising in words which sound right as "conversation" in the mouths of friendly, informal people. It was inevitable that this trend should help also to humanize copy which is written to be read rather than heard. Small wonder then that radio has done so much to inject better dramatization into direct mail."

It is practically impossible to report the sensationally successful presentation of A. P. Alexander, Jr., of the Advertising Department of The Coca-Cola Company, Atlanta, Georgia. He showed his subject "Partnership In Industry" by demonstrating how the Coca-Cola Company works with its dealers, through its house magazine, counter displays and motion pictures. And then he showed the latest Coca-Cola motion picture in full technicolor. It's one of the best commercial moving pictures ever made and the generous applause was evidence that the D.M.A.A. crowd liked it.

Robert T. Williams, Director Industry Division, Federal Housing Administration, Washington, D. C., showed the tremendous growth in housing of all kinds and emphasized how important this should be in opening up wider markets for the users of Direct Mail.

Huntley H. Geddes, Direct Mail Division, R. L. Polk & Company, Detroit, Michigan, presented his picturized screen version of the Development

and Maintenance of Mailing Lists. Boiled down to a five-point advice program, here are the highlights.

1. Picture your market as a group set apart—your “neighborhood.”
2. Find the “group” description; that’s the key to successful list building.
3. Only your own ingenuity limits the possible sources for lists. Keep asking, there is a way.
4. Good list compilation reduces advertising waste. Perfect compilation would eliminate it.
5. More dealer salesman cooperation on lists offers big opportunities.

Russell W. Varney, Director of Public Relations, Standard Brands, Inc., New York, gave a dramatic presentation of teaching salesmanship . . . a presentation impossible to illustrate or describe within the confines of a magazine. It takes Varney showmanship to put it across. But we should tell his story about the ancient Arabian chief who, upon dying, left 17 camels to his three sons to be divided one-half to one son, one third to another and one-ninth to the third. Not being able to agree, the three sons went to a wise man, who *being wise* told them to come back the next day after he had worked it out. He loaned them one camel so that they could work out their fraction. The fractional division adds up to 17 (try it yourself) so they were able to give back to the wise man his loaned camel.

This was part of Varney's plea to help the other fellow and make him *think*.

The rest of the morning session was devoted to questions and answers with President Rohe Walter presiding. Highspot of that session was the unexpected appearance of Merral A. Fox, President of the Fox Advertising Company of Baltimore, Maryland, whose campaign for the Lapides Delicatessen Store, Park Circle and Reisterstown Road, Baltimore, won a place in the 50 Leaders.

Merral had never appeared on a D.M.A.A. Convention Program before . . . and he was slightly surprised and nervous. But his explanation of the Lapides account brought down the house and made a place for himself in the Hall of Direct Mail Fame.

Briefly the story is: Leon Lapides owned a delicatessen store in Baltimore and he wasn't doing so very well. He wanted to sell the store. A friend told him that he should do some advertising to bolster up his sales at least \$100 a week so that he could get a better price for the store. Merral Fox was called in. Lapides agreed to give him free reign on copy within certain limitations of budget. The campaign plan was simple: 2500 circulars distributed house to house; and 500 mailed in envelopes every week. 2000 mailing cards were mailed twice a month.

Within four or five weeks, sales had gone so far ahead that Leon Lapides decided not to sell the store. The business was doubled within an eight month period at a cost of approximately \$225 a month.

The campaign is humorous throughout. It uses all the tricks of attention and appeal such as sex, crime, animals, etc. Most of its cleverness is in the captions and the short explanations which precede the listing of prices for the week. The campaign has to be read throughout to be fully appreciated, but we are giving here, for the benefit of *Reporter* readers, some of the best examples.

(*Convention Report continues on following pages*)



Thanks to the *New York Post* for its fine cartoons . . . ridiculing and spotlighting Nazi propaganda in the mail. If we can't have laws quickly to bar German propaganda from the mail . . . perhaps ridicule is the next best thing. We reprint above a reduced version of one of the best cartoons during the month of September.

THE SOFT APPROACH

YOUR REPORTER has always admired Ed Kobak for his broadminded attitude toward all forms of advertising and for his fair competitive selling. A recent letter of his takes the cake for the negative approach, packing a wallop at the climax. How do you like it?

It's no secret. We are always sorry to lose business. We regret to report that the Blue Network lost four accounts in the past three months. From the program standpoint, perhaps the hardest blow of all was to lose "Information Please" and we are not going around pretending that we shan't miss it.

We make no bones about the business we've lost because we really want you to know what's going on in the network field. And the significant thing about the Blue Network is not the four accounts it has lost but the sixteen it has gained.

The attached announcement reprinted from Variety tells the story of our three months of independent operation.

Sincerely yours
Edgar Kobak, Vice President
National Broadcasting Company, Inc.
New York City

P.S. We've added two more new accounts since this ad was printed—that makes 18.
E. K.

GOLD PALM TO STOVEL

PROBABLY FEW of our readers have ever visited Winnipeg; probably just as few prospective clients of the Stovel Company, Ltd. have ever visited the Stovel plant there. Yet anyone who sees a copy of the new Stovel booklet, "A Winnipeg Souvenir," cannot help but feel a friendly intimacy for both the city and the company.

It's a 30 page and cover, 8½ x 11 booklet, reproduced entirely by photo-offset lithography on fine stock. Front cover is in rich colors—a reproduction of the statue of La Verendrye against a rich red background, with the title in a golden band across the bottom. The pages devoted to the description of Winnipeg have six tipped-on reproductions of water colors. Pages describing the Stovel plant and publications are illustrated with one color photo reproductions. Copy is brief but excellent.

One of the best pieces of printers' promotion we have seen, and unqualifiedly awarded our mythical Gold Palm for excellence.

RAW (SELLING) COPY

IN TWELVE 7½ x 9½ pages, with a transparent front cover attached with plastic binding, Aldus Printers, Inc., 461 Eighth Avenue, New York, do a beautiful and dramatic job of telling their story.

The transparent cover has the black outline of a chicken and the word "copy." The grey first page, visible through the cover, has the photo of an egg, and, in yellow, the word "raw." The pages are stiff, two-color stock. Yellow, left hand, pages tell the story of development of a selling idea; black, right hand pages illustrate it. A fine piece of printer promotion.

ANOTHER GULF MINIATURE

SOME MONTHS AGO we mentioned the miniature letter that was mailed in a miniature mailbag by Gulf dealers. They've got another one. This time it's mailed in a cardboard envelope, colored and die-cut to resemble a rural mailbox. Name and address is hand-written on the side of the box. Side door is die-cut so that it can be opened. The miniature letter, in its miniature envelope, travels inside.

Letterhead has two-color illustration of old timer greasing a buggy. Copy compares buggy greasing to modern car lubrication—with accent on *Gulflex*.

MR. LAPIDES IS A LADY'S MAN

Mr. Lapides certainly makes a hit with the fair sex. He isn't handsome like Charles Boyer. He doesn't have the personality of Melvyn Douglas. And he can't sing like Don Ameche. But those guys can't give the ladies food bargains. And they don't know delicatessen like Mr. Lapides does.

This week Mr. Lapides is definitely going to be a lady's man because he slashed prices right and left on the very things you need.

At these prices Mr. Lapides won't make much money but he'll do a wow of a business.

* * *

CAUGHT WITH YOUR PANTRY DOWN?

Well, don't be embarrassed, Mr. Lapides will come to the rescue.

Replenish your pantry by ordering the specials that big-hearted Mr. Lapides offers this week. They're listed on the other side of this card.

Just call Liberty 1639—and Mr. Lapides will send you whatever you need, quickly. Thanks.

* * *

EVER SEE A FRIGIDAIRE DO A STRIP-TEASE?

It's wonderful. Here's how it's done:

You put a pound of Lapides' delicatessen in your frigidaire.

Then wait. When the men folks start raiding the icebox, you'll find that pound stripped little by little, until it's as bare as Sally Rand.

And will the men folks applaud!

Order a pound of cold cuts today and start the show.

For reservations—call Liberty 1639.

* * *

MR. LAPIDES GETS AWAY WITH MURDER!

If Mr. Lapides worked for a chain store, they'd fire him in a week.

For instance, he thinks it's fun to sell 19c cans of Red Salmon 2 for 35c and make only a half cent profit. Mr. Lapides thinks those midget balognies grow on trees. Other places sell them for 25c and 28c. But not Mr. Lapides! He's got to sell them for 19c.

Yes, Mr. Lapides gets away with murder but his customers don't mind a bit!

It ain't his personality so it must be his prices . . . Lookee!

* * *

MR. LAPIDES SHOULD BE A HOUSEWIFE

. . . particularly this week. Mr. Lapides has shopped around for the biggest and best food bargains he could find . . . just like a thrifty housewife.

He fought, he argued and he even chiseled to get the prices so low that this week he could offer the greatest bargains Lapides has ever had.

He made some wonderful buys—and so will you if you come in or call Liberty 1639 and load your pantry shelf with the best tasting foods at the lowest prices we have ever offered.

As a buyer Mr. Lapides certainly has got oomph!

* * *

MR. LAPIDES TELLS THAT TO ALL THE GIRLS!

When Mr. Lapides speaks, the ladies in this section are nice enough to listen to him. And is Mr. Lapides saying a mouthful these days!

He's telling all the girls that prices are going higher than Helengone.

And that the wise thing to do is stock up the pantry.

Mr. Lapides Is Whispering Sweet Somethings In The Girls' Ears With His Specials This Week!

* * *

MR. LAPIDES IS A KLEPTOMANIAC!

A Kleptomaniac is not a guy who goes nuts running a delicatessen store. No, indeed, it's somebody who snitches little things.

That's Mr. Lapides.*

He'll snitch 1 or 2% when he pays his bills. He'll snitch from 10c to 50c a case on canned goods by buying shrewdly. Mr. Lapides has an itch to snitch.

What does he do with his booty? Well, just like Robin Hood he passes it on to you. Mr. Lapides is conscientious about saving his customers money wherever and whenever he can. He likes to buy bargains and he likes to sell them to you at nice bargain prices. But no matter what he buys it must be the best because nothing is too good for his customers.

Look what Mr. Lapides snatched this week!

* * *

2 CANS ARE BETTER THAN ONE!

Mr. Lapides is an expert on cans.

If you could see how carefully he examines . . . yes, and even tastes, the canned goods he buys . . . you'd realize why Lapides sells only the best canned foods.

With prices shooting out of sight, Mr. Lapides is suggesting that his customers do a little bit of hoarding.

Yes, 2 cans are better than one—because at Mr. Lapides' low prices—you save twice as much.

* * *

MR. LAPIDES HAS AN INSPIRATION!

Behind every great man you'll find a woman. And behind Mr. Lapides you'll find Mrs. Lapides. She nags him to keep his prices low. She knows what it means for you to save a penny or two on your table.

Mrs. Lapides keeps her house spic and span and she insists that the delicatessen store be kept in the same way.

Somebody once told Mrs. Lapides that the "customer is always right" . . . and she actually believed it! That's why she has everybody in the store doing their level best to please you.

Look at the low prices Mrs. Lapides inspired this week:

* * *

SHE WOULDN'T GO TO BED UNTIL

Several times before, this young lady had had the same experience. It was bed time and she was hungry and couldn't get the vision of a juicy, corned beef sandwich and a homemade pickle out of her mind.

This time she made her decision. She wouldn't go to bed until she had that sandwich. She called Lapides, gave her order and within 10 minutes her desire had been gratified.

Whenever you feel like a corned beef, tongue, salami, hot dog or Jack-Pot sandwich, don't you hesitate to call Liberty 1639.

It's a pleasure to serve you!



PREPAREDNESS

REPRODUCTION OF INTERESTING poster design being furnished by the Zellerbach Paper Company, 534 Battery St., San Francisco, Calif. It is one of their Reminder Selling Series, and does not advertise Zellerbach in any way. It is offered to printers in full color and in various sizes.

H. M. DOUBLES SIZE

IT ISN'T EVERY DAY a house magazine doubles its size. But for Orville Reed, publisher of *The Imp* (world's smallest house organ), it's almost as easily said as done.

The Imp, mentioned before in *The Reporter*, is printed on one side of a post card. The September 9 issue was a *double* post card. One half was a Business Reply Card, to be checked, signed, detached, and mailed back to Orville Reed. Purpose: mailing list revision and leads for new business.

Letter + Reply Form =
REPLY-O-LETTER

YOUR LETTERHEAD

Address on reply card or envelope is
only address required—1 operation
instead of 3

Reply card or envelope inserted here
remains with letter—longer life and
greater pull-ing power.

Use Reply-O-Letter
to INCREASE your Direct Mail Returns

9 of the 50 DIRECT MAIL LEADERS for 1940 use REPLY-O-LETTER

1. An Airline
2. An Alumni Association
3. A Chemical Manufacturer
4. A Publication
5. A Charity Organization
6. A Hospital Supply Company
7. A Stoker Company
8. A Personal Loan Company
9. A Mfr. of Electric Appliances

Our satisfied and result-getting users know they can rely on Reply-O-Letter to pull out an ordinary letter 3 to 2 when they want to:

Bring back Cash

Bring back Orders

Get Prospects To Do What the Letter Wants Them To Do!

Ask our nearest office for samples, case histories, and an idea of what REPLY-O LETTER CAN DO FOR YOU!

Secure leads for Salesmen

Get answers to Questionnaires

The REPLY-O-PRODUCTS CORPORATION • 19 W. 21st St. • New York
Boston Cleveland Chicago Detroit Philadelphia
18 Kingston St. 1749 E. 22nd St. 624 So. Michigan Ave. 530 Piquette Ave. 1500 Chestnut St.

MUTUAL'S MINIATURES

THE SMALLEST—and most effective—miniature letters we've seen for some time came cleverly inserted in the letterhead of the Mutual Broadcasting System. They were three tiny reproductions of clients' letters, graduated in length so each letterhead would show. The shortest measured less than $2\frac{1}{2}$ " in length; longest, $3\frac{1}{2}$ ". The three miniatures were kept in place by means of a pocket pasted to the back of the regular letterhead.

A black arrow above the date pointed to the three insertions. The letter itself, short and to the point, called attention to "what leading advertisers are actually doing about Mutual's new Volume Plan."

Congratulation to Robert Schmid, Mutual's Director of Advertising, for another good idea well worked out.

OUTDOOR EXPLAINED

THAT'S AN INTERESTING BOOKLET "Busy Man With A Bad Memory" issued by Outdoor Advertising Incorporated, 60 East 42nd Street, New York City. Promotion Manager Donald L. Curtiss may be able to dig up a copy for any readers of *The Reporter* who are interested. Within the 16 page and cover, $8\frac{1}{2}$ " x 11" booklet, The Outdoor Association has reproduced the transcription of an address delivered by its President in California. Most interesting feature (aside from the clear-cut definition of outdoor advertising) is the fact that the speech is reproduced in large type and the style of typography leaves wide margin on outside edge of page. In the margin, printed in red italics, are short flash summaries of the main topic. That seems to be a good way of telling a story twice. The red marginal notes give the whole booklet a real punch. It should go in your Idea File.

THE REST OF THURSDAY

... was left speakerless so that the delegates could do as they please. Some played cards at The Seaside, but most of them strolled the Boardwalk.

Dickie-Raymond crowd gave their usual annual luncheon to customers of the D-R special List Bureau.

Your reporter enjoyed the proceedings which were devoted largely to trying to find out whether large mailers can develop a standard formula for estimating the final results of a test mailing from a quick survey of early returns . . . so that the complete mailing can be made on the best list, while those lists and the correct season is still available. Many interesting observations were made . . . and here are a few worth passing along.

T. R. Stewart, Manager of Direct Mail, The Crowell-Collier Publishing Co., says: "I have a rule-of-thumb method which I have used for many years. Along about a week after my first orders arrive, we will strike a peak day. I multiply that day's intake by seven and the answer will be very close to my total."

Maxwell Droke writes: "For our own guidance, as a very rough calculation, we conclude that we have about 65% of our total volume from a mailing by the tenth day.

Miles Kimball, President, Miles Kimball Co., reports: "We have used only a rather rough rule-of-thumb method in this regard and I have always estimated that within one week from the release date (assuming a mailing of national proportions rather than a mailing concentrated in any one given territory), we had a little under 25% of all we were going to get."

Frank L. Egner, Manager, Mail Order Department, McGraw-Hill Book Company, writes: "My only feeling, based on my experience, is that we receive during the first week not less than 40% of the total business we will receive."

Walter K. Belknap, Time Magazine, writes: "Based on observations of pretty sizeable weekly mailings to nation-wide names, we have come to expect that we will have pretty close to two-thirds of the replies within a week after the letters should have reached their destinations and seven-eighths within two weeks."

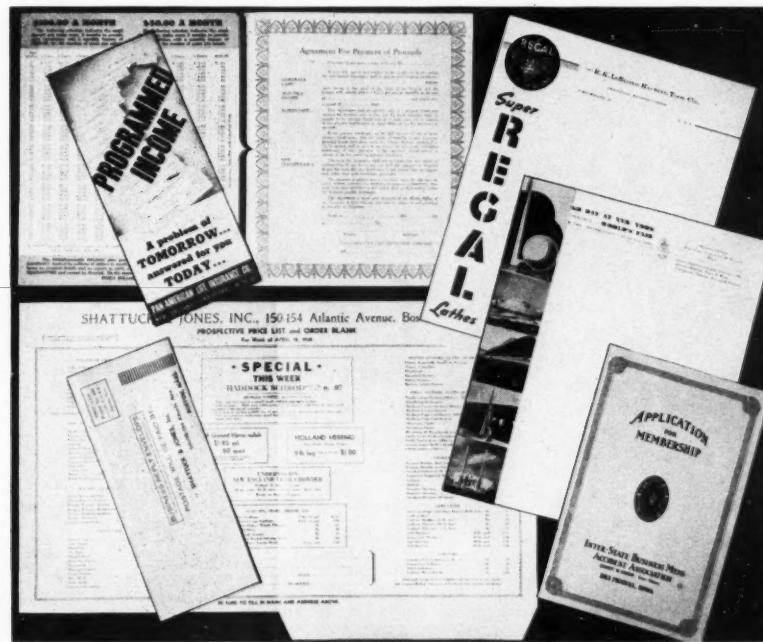
Carleton W. Richardson, Vice President, United Business Service, says: "You will notice that the free trials reach a comparable percentage return about two days ahead of the paid trials. For example, we received 86.9% of our free trial returns in ten days, but it took us 12 days to get 87.9% of the \$1 trials."

Reporters Note: For the continuation of this report on the 23rd Annual Convention turn to page 21 after you have seen the pictures in the center insert.

PIONEER-MOSS
PHOTO-ENGRAVERS SINCE 1872
460 WEST 34TH STREET • NEW YORK MEDALLION
3-0440-1-2-3

UNUSUAL MAILING PIECES WITH DIRECT SALES BOND

Millions of illustrated letters are produced each year on Direct Sales Bond. Recently many advertisers have found it equally appropriate for other novel types of pieces some of which may contain ideas for your own promotion. Here are a few. More are shown in the free Portfolio illustrated below:



1. Programmed Income. The outside of this folder is on coated stock, but the inside is bond, giving a change of feel and appearance between the two sides and providing a desirable bond surface for pen-signing the agreement.
2. Regal. This is the popular type of illustrated letterhead—letter on bond side, illustrations and printed copy on the coated spread—PLUS the novel die-cut name down the left margin. The inside color effectively emphasizes the die-cut letters.
3. Here a national mail-order company uses DSB for a self-mailing order blank. Colored coated side out and bond surface inside for pen-and-ink fill-in of amounts, name and address.
4. This World's Fair letterhead carries "atmosphere" pictures on the coated side of the fold-over flap.
5. The "Application for Membership" is a very effective use for Direct Sales Bond. The smooth gray coated stock, printed in blue and black, makes an attractive cover, while white bond inside is the most suitable surface for pen-and-ink answers to the questions.

For illustrated letters—or for other novel types of pieces—advertising men will find Direct Sales Bond an outstandingly effective paper.

MANY OTHER NOVEL USES

The illustrations here and the many actual samples in the free Portfolio will suggest ideas for your own direct mail pieces—novel folders that will add a change-of-pace and greater effectiveness to your campaign.

ILLUSTRATED LETTERS

In your search for ideas to increase inquiries and sales, the Illustrated Letter also deserves consideration. It can play an important part in any direct mail campaign. As a utility piece, there is probably no mailing more useful—more effective—than the four-page illustrated letter on Direct Sales Bond. It combines, into one piece, the advantages of the personal letter and the descriptive folder. Your letter and printed material are always together, even when filed. Your letter on the white bond surface looks like regular correspondence—and gets attention—and inside there is an enameled printing surface for illustrations and sales-producing data. A powerful combination.

THE NEW IMPROVED D S B

At no increase in cost, Direct Sales Bond has recently been improved in quality, color and finish, especially in the smooth printing surface of the Gold and Silver coatings.

NINE INTERESTING COLORS

The bond side of Direct Sales Bond is white, but the coated side is made in the following variety of colors to harmonize with any season, occasion or product:

White Buff Blue Goldenrod
Silver Gold Green Pink Gray

FREE "IDEA PORTFOLIO"

To demonstrate this unique paper, we have assembled a number of interesting printed specimens, together with blank samples of



Direct Sales Bond in all colors. This is truly a "Portfolio of Ideas" for the creative advertising man and printer. Please write for your copy on your business letterhead.

This entire page is an advertisement of

THE APPLETON COATED PAPER CO.

9040 WISCONSIN AVENUE

APPLETON, WISCONSIN

*Write for your copy of the free Idea Portfolio mentioned above.
It will be genuinely helpful to you in planning your advertising.*



MORRILL *Presents*

A BOOK OF FINE HALFTONE BLACKS

NEW from cover to cover, and already previewed and endorsed by a number of outstanding printers, this unusual book is a practical aid to anyone using halftone blacks and process colors. » »

The entire book is arranged so that one black can be compared with another, by using the same illustration and the same stock, but employing different types of halftone blacks. » »

Ask our salesman, or write or telephone our nearest branch office.

MODERNIZE WITH MORRILL

GEO. H. MORRILL CO.

Division • General Printing Ink Corporation

100 SIXTH AVENUE, NEW YORK, N.Y.

Boston • Philadelphia • Chicago • Detroit • St. Louis • Fort Worth • Minneapolis • San Francisco • Los Angeles • Seattle

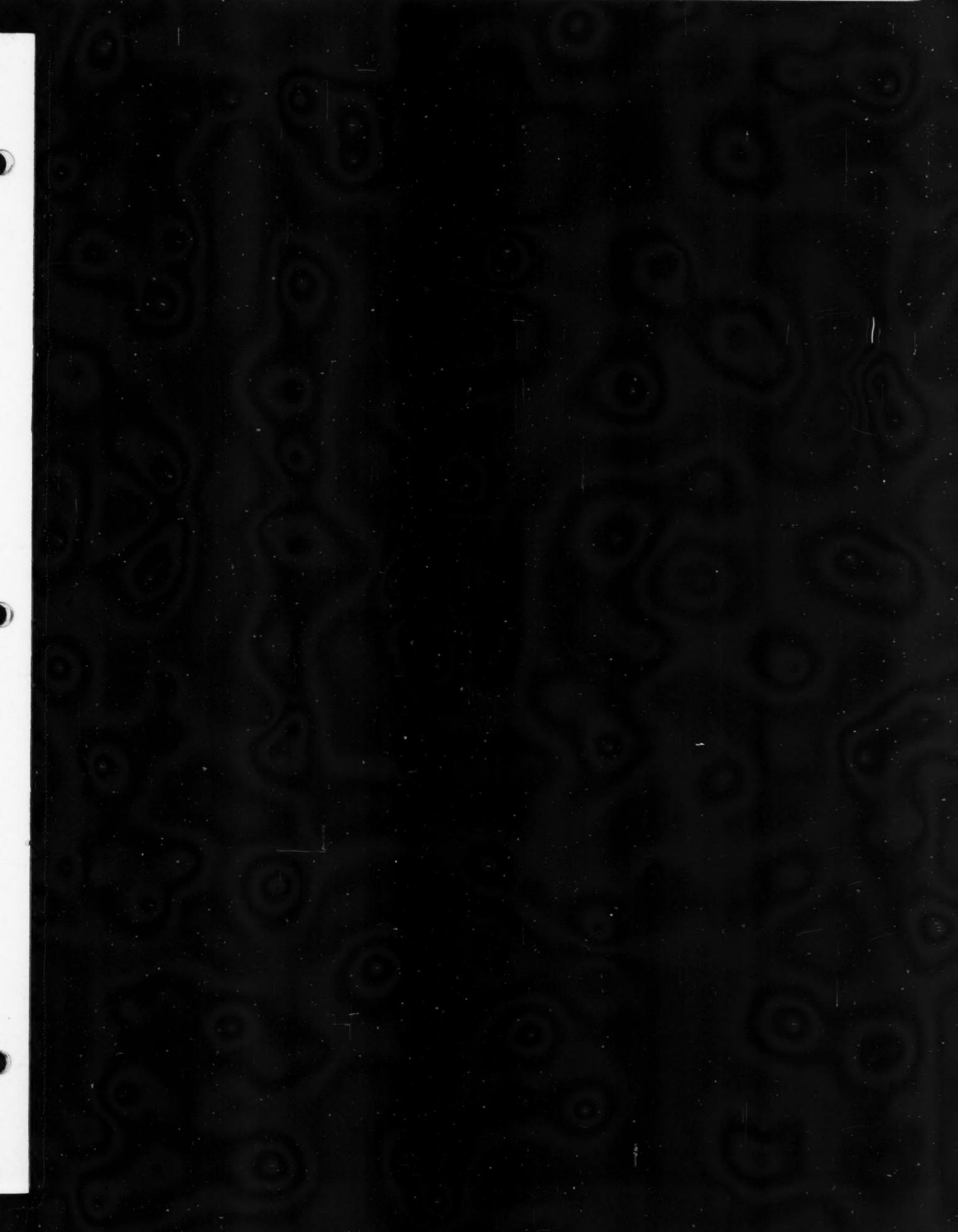
The Convention in Pictures

1. D.M.A.A. President L. Rohe opens the Convention.
2. He and Adrian Phillips of the Chalfonte-Haddon Hall are delighted at prospects for the fine Convention.
3. Bill Towne of the W. L. Towne Advertising Agency explains one of the Direct Mail Leaders to Louise Preston, Washington, D. C.
4. Nancy Burke of The Seaside is thanked for a perfect score in the game of providing entertainment for D.M.A.A. delegates.
5. Merral Fox of the Fox Advertising Company of Baltimore, provides a surprise highspot by explaining the Lapides Campaign.
6. John Sweet of Poor's Publishing Company and Lester Suhler of Look Magazine act as bodyguards for Margaret Cox of Ministers Life & Casualty Union, Minneapolis.
7. Exhibitors go into action explaining their wares.
8. Frank Egner "talks about results" in a corner session.
9. Attractive booth of the National Process Company.
10. R. A. Childers of the Southern States Iron Roofing was the tallest delegate . . . and made Bill Orchard of McGraw-Hill and *your reporter* seem small in stature.
11. The General Printing Ink booth ran a color test to decide if you had good eyesight. (Not recommended for early morning).
12. Leonard Roche of Tension Envelope Corporation showed good-looking envelopes and letterheads.
13. May VanderPyl of Detroit entertains Mrs. Henry Hoke and Ed Mayer of James H. Gray, Incorporated, New York.
14. Herbert Ahrend of D. H. Ahrend Company, New York, had most unique exhibit (our photographer's flashlight apparatus went sour on a pack of films . . . so we can show only a few exhibit pictures).
15. The crowd moved to Hackneys on Wednesday evening.
16. Zenn Kaufman seems worried about his dish.
17. Jim Moseley is exuberant over his.
18. Too many in this crowd to mention . . . but that's a good picture of the back of Leonard Raymond's head.
19. Clyde Bedell in the foreground is getting ready to order and eat two quarts of ice cream on a bet . . .
20. Who thought up the idea of using the oyster-cracker bowls?
21. Dorothy McDade of D-R Special List Bureau knocks on something or other to call Johnny Walker of Postal Life to the Dickie-Raymond meeting.
22. Leonard Raymond and Rohe Walter look serious as the Dickie-Raymond luncheon gets under way.
23. *Your reporter* listens to the discussion at John Sweet's table.
24. Mr. and Mrs. Braun and Mr. & Mrs. Jim Coolie (of Pittsburgh) . . . help to collect the crowd in the Cocktail Lounge before the Annual Banquet.
25. D.M.A.A. Executive Manager Jane Bell entertains A. P. Alexander, Jr. of The Coca-Cola Company, Atlanta, Georgia and J. L. Rosenmiller of the York Ice Machinery Corporation of York, Penna.
26. Mr. and Mrs. D. W. Coutlee (Merck's) enjoy themselves.
27. Art Theiss entertains Dora Weiss and May VanderPyl.
28. Photographer pulls a scoop and catches a rare picture of Mr. and Mrs. D. Stuart Webb of Baltimore.
29. Rohe Walter presents THE PRESIDENT'S CUP for "The Most Outstanding Consumer or Industrial Direct Mail Campaign to P. C. Smith of the Caterpillar Tractor Company of Peoria, Illinois.
30. Art Theiss presents his cup for the best "Achievement Through the Use of a Letter Campaign" to Prescott A. Tolman of Eastern Air Lines, New York City.
31. J. B. Howard, Curtis 1000, Inc., would have the luck of presenting his cup to blonde Jean Stewart representing Grove Park Inn of Asheville, North Carolina, for the "Most Effective Use of Envelopes in a Direct Mail Campaign."
32. D.M.A.A. Director John Ladd of Chicago accepts The Reporter Cup on behalf of Edward R. Richer of Hart, Schaffner & Marx, Chicago.
33. Out in the lobby Leonard Raymond helps to gloat with Eastern Airlines over winning the Art Theiss cup.
34. D.M.A.A. banquettes are not so hilarious but they give everyone a good chance to get acquainted.
35. Here are a few delegates at one of the Canadian tables.
36. Dancing about to start, so the wallflowers line up.
37. Jane Bell sees that the good dancers are kept available. In this case J. L. Rosenmiller of York Ice, A. P. Alexander, Coco-Cola and Jimmy James, National Broadcasting.
38. Ruth Thompson of Winter Haven, Florida, does some fancy steps with Mrs. Thompson.
39. That fellow Rosenmiller of York Ice looks anything but cold.
40. Mr. & Mrs. George Pfeiffer doing some fancy steps.
41. Henry Hoke, Jr., does the latest scholastic twirl with Mrs. Stuart Coxhead.
42. J. B. Howard, Curtis 1000, Inc., keeps everyone in a good humor between dances.
43. The two Henry Hokes try a little harmonizing.
44. The day after the night before found most everyone out on the boardwalk getting some fresh air in front of Haddon Hall.
45. E. C. Badeau, Chairman of the House Magazine Departmental continued his session on the sun porch of Haddon Hall.
46. Ed Mayer gives his famous Ten Commandments for users of the mail . . . and does a swell job.
47. Earle Buckley of Philadelphia gave a sound performance.
48. Frank Gregor of Ditto, Inc., Chicago, calls it a day.
49. Charlie Binger plays "good night ladies" or something.
50. Sumner Davis of Provident Mutual, Philadelphia, was the last person to leave the Convention Hall. Believe it or not, this is really a true picture.
51. Members of D.M.A.A. Board present at Atlantic City hold final meeting to agree Convention was a huge success. Reading left to right they are: Front Row: Richard Messner, Rohe Walter, Frank Egner. Back Row: John Ladd, J. B. Howard, R. H. L. Becker and George Loder.

Reporter's note: For this pictorial presentation . . . our thanks are due (1) To Charles Hearn Hoke for his on-the-job work with flash bulbs and speed Graphic. (2) To George Loder and Bill Elliott of National Process Company for furnishing the insert reproductions. We understand that you can obtain extra copies of the insert (free) by writing to National Process Company, 75 Varick Street, New York City.

Incidentally, that group on the cover is another shot of the evening at Hackney's. Enjoying the clams and lobsters are: Norman Draffin, Richard Messner, Herbert Kaufman and Wesley Beckwith.

THE REPORTER



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DMAA CONVENTION 1940

Story in
PHOTOGRAPHS



16



17



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21



25



29



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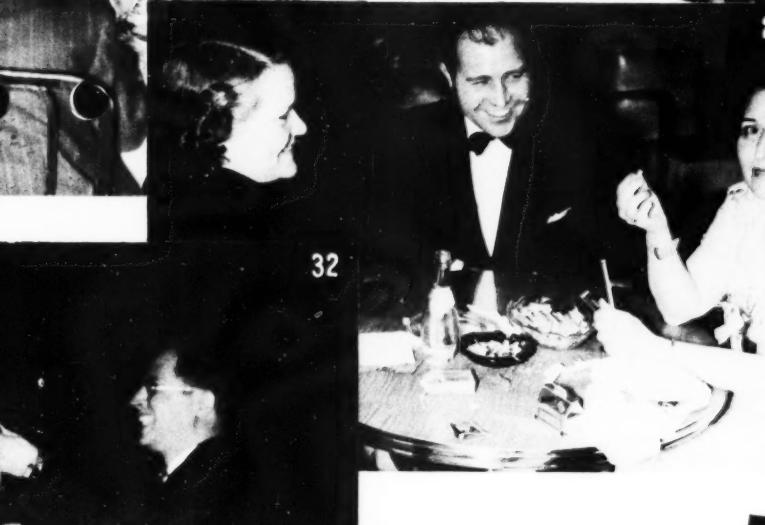
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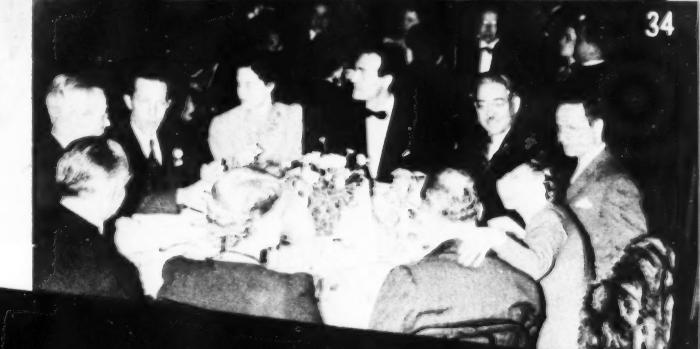
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REPORTING A CONVENTION

(continued)

THE ANNUAL BANQUET AND AWARDS

The Annual D.M.A.A. Banquet was better, more colorful and more spontaneous than for many years back. May mean better business . . . or just "the iodine in the air." Pictures of some of the events are included in other pages of this issue, but we include here the 1940 Direct Mail Leaders first announced at the Annual Banquet. Most of the winners were present to receive the awards. See pages 26 and 27 for complete list.

SILVER CUPS TO LEADERS

Here are the winners of the four silver cups awarded at Atlantic City. The four winning campaigns will soon be on display at the Direct Mail Center.

1. The PRESIDENT'S CUP, given by L. Rohe Walter, President of the Direct Mail Advertising Association, Inc., and Advertising Manager of The Flintkote Company, New York, N. Y., for "The Most Outstanding Consumer or Industrial Direct Mail Campaign" . . . was awarded to Caterpillar Tractor Company of Peoria, Illinois.

2. EFFECTIVE LETTERS CUP, given by Arthur W. Theiss, Chairman of D.M.A.A. Membership Committee, and Sales Promotion Manager of The Ohio National Life Insurance Company, Cincinnati, Ohio, for "Achievement Through the Use of a Letter Campaign" . . . was awarded to Eastern Air Lines, Incorporated of New York, New York.

3. The CURTIS 1000, INC. CUP, given by J. B. Howard, Vice-President and General Sales Manager of Curtis 1000, Inc., Hartford, Connecticut, for "Most Effective Use of Envelopes in a Direct Mail Campaign" . . . was awarded to Grove Park Inn of Asheville, North Carolina.

4. The REPORTER CUP, given by Henry Hoke, Publisher and Editor of *The Reporter* of Direct Mail Advertising, New York, New York, for "The Most Effective Use of Good Showmanship in a Direct Mail Campaign" . . . was awarded to Hart Schaffner & Marx of Chicago, Illinois.

ADDITIONAL NOTE ON THE BANQUET

It should be reported here that all delegates present in Atlantic City unanimously gave a vote of thanks to the two-member Arrangement and

TRICKY SAMPLING STUNT

LETTER CAME TO US from Crystal Transparent Mfg. Co., Inc., 136 W. 21st St., New York City one day this month that captured the curiosity. Through cut-out of the window envelope, the black typed name and address glistened from an orchid background. The color was produced by a sheet of orchid cellophane which was clipped to the front of the Reply-O letter-head. Address was typed on the reply card, which was inserted in a *cellophane* envelope. Part of the letter read:

"Examine carefully the attached sheet of crystal clear Sylvania Cellophane . . .

*Note the life, the sparkle, the flash, the sheen.

Place the sheet around your product . . .

Can any other packaging material offer such perfect visibility, *plus* protection?"

PRETTY BAD

Reporter Hunter Snead sent us a Post Card with this note attached: "Add to your amazing collection of amazing examples of ineffective d-m." It's bad enough to be presented here.

Address side of the card has the address sloppily typed. Message side is dominated by the blue-printed name and address of the sender: Jungmann & Co. Incorporated, Industrial and Fine Chemicals—Raw Materials, 157 Chambers Street, Tel. Barclay 7-5129-30, New York City. The typed message reads:

"THALLIUM SULPHATE
in 1-lb. and 2½-lb. Bottles

Highest test—lowest current price.
Please send us your inquiries, stating quantities required."
Only this and nothing more.

SINCE
1892

WORTH 2-5892

← OUR BOOTH AT THE DMAA CONVENTION IN ATLANTIC CITY

The Direct Mail Route to Better Business

is the title of a 36 page booklet now on the press. A copy of this valuable booklet, containing postal hints and information on the uses of Direct Mail, will be sent to any interested firm on request.

The services of our unsurpassed Creative Department, and our mechanical facilities which produce a letter rivalling your secretary's product, are backed by the experience of 49 years.

D. H. AHREND COMPANY, INC.
52 DUANE STREET • NEW YORK CITY

IN THE WASTEBASKET?

THAT OLD DOUBT—"How do I know this piece will reach my prospect?"—is nicely laid away by Cyko Mailing Service, Yonkers, N. Y.

Attached to the front of a ten-sheet Bulletin, which gives the rate per M of various Cyko lists, is this memo:

"To the Office Secretary—or whoever opens this envelope. . . . THE DESTINY OF THIS BULLETIN RESTS IN YOUR HANDS. Someone in your office is interested in its contents . . .

"Will you please see that it reaches the proper person . . . That person is the one responsible for direct mail sales . . .

"It is such friendly cooperation between business people that makes business a pleasure. Please accept our thanks for your help."

Reporter's Note: That strikes a good note.

"LITTLE MEN" GET NEW PRODUCER

PICTORIAL STATISTICS, INC., creator of the "little men" which have become so popular for the portrayal of facts, announces the organization of a new producing unit to be known as Pictograph Corporation, with offices in New York, Washington and Los Angeles.

Rudolf Modley, President of Pictorial Statistics, Inc., will serve the new corporation in the same capacity. Active in the organization of Chicago's Museum of Science and Industry, consultant for various government agencies, lecturer and author, Dr. Modley is an outstanding authority on pictorial presentation.

Entertainment Committee, Adrian Phillips and Nancy Burke. First time in the history of the D.M.A.A. that local arrangements were not handled by a large and complicated committee. This year two people did the job and there wasn't a flaw any place along the line. The banquet was as perfect as any banquet ever staged and the entertainment was enjoyed by all. It looked for a while like the super-magician never would get out of the hotel,—he was still doing tricks riding down on the elevator going home. Nothing like an annual banquet to get the crowd of people from all over the country better acquainted . . . although *your reporter* urgently recommends to the Board of the D.M.A.A. that in the future, the annual banquet be planned for the last night since hilarity and late hours are not conducive to a full attendance on the . . .

THIRD DAY OF SESSIONS

And, on this third day, the D.M.A.A. delegates attended departmentals:—Industrial and House Magazine departmentals in the morning, Better Letters and Direct Selling in the afternoon. These sessions are hard to report without complete stenographic notes, because of questions and answers and informal discussions. So far we have been able to corral the highlights of the remarks by W. L. Towne, President of the W. L. Towne Advertising Agency, who spoke in Frank Egner's Industrial Selling.

One of the biggest problems facing those who prepare direct mail for the industrial field is the problem of placing the item of direct mail in its proper proportion and proper place on the budget.

A bridge engineer deals with low priced concrete, medium priced steel and high priced cable. For any particular bridge he knows how to combine these three elements with the main object to carry the traffic. In the industrial advertising field we have three media to work with: low-cost advertising space; medium-priced printed material; and the higher priced medium of direct mail advertising.

Advertising in periodicals should be the foundation for most campaigns, but using advertising space alone is like building a bridge entirely of concrete without any steel re-enforcement. Bulletins for follow up are absolutely essential, but they should be designed at a cost comparative with the results expected. Direct mail is the item that can put strength into the entire process.

A case in point Mr. Towne reviewed was a campaign in the air conditioning field consisting of 400 pages of printed material and mail advertising, which was submitted to all dealers in full-color, layout form in advance of approval of the budget. In this case the dealers were required to pay one-half the cost of the material that they ordered and they were asked to order their quantities at that time. Some of the results of this

For conclusion of Convention Report . . . turn to page 30

ARTOGRAPHIC

AMAZING NEW PICTORIAL ADVERTISING PROCESS
THAT TURNS YOUR ENVELOPES INTO "SALESMEN"

Your advertising message is carried
"postage free" when you use Artographic.

A picture of your products or plant . . . or a picture showing your products in use . . . can now be reproduced to cover entire back of your envelope.

Clip Coupon and Mail Today

CURTIS 1000 INC.

Gentlemen:

Send us samples of Artographed envelopes and give complete details about this new "pictorial advertising" process.

Name.....

Firm.....

Street.....

City.....

State.....

Write to nearest plant

CURTIS 1000 INC.

342 Capitol Ave. — 1000 University Ave. — 1814 E. 40th St.
HARTFORD — ST. PAUL — CLEVELAND

**I'VE MADE A DISCOVERY!
"I CAN GET BETTER
RESULTS WITH THESE
FINE PRODUCTS"**

"Yes sir—I was amazed at the improvement in the quality of the work we turned out on our Multilith and Multigraph machines with these fine rollers and blankets. They last and last. They are so accurately made that they provide much finer ink distribution and they save a great deal of press time.

MERCURY-LITH FOR YOUR MULTILITH ROLLERS AND BLANKETS

- Durable
- Concentric
- Economical
- Easy Wash-up



- No Powdering
- Oil Resistant surface and plies
- Smooth unblemished surface
- Great tensile strength

MERCURY-GRAPH ROLLERS



FOR YOUR MULTIGRAPH

RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street,

CHICAGO



Your customers have individual ideas . . . individual personalities . . . individual problems. Treat them as individuals . . . and get REPLIES heretofore unobtained by using ordinary processed mailings.

THE AUTO-TYPIST

will individually type up to 200 letters a day automatically on your own typewriter . . . still leaving the operator plenty of time to do her routine work. The AUTO-TYPIST permits insertion of special data, fill-ins, dates, names, also dictated and stock paragraphs that "custom tailor" your "form" letters to fit individual cases. Adaptable to any make typewriter . . . without affecting its regular use in the office.

Here is the ideal way . . . the practical, efficient and economical method . . . for handling volume correspondence by typewriter without resorting to wasteful, impersonal mailings. Results can be 10 times greater . . . and at less cost. For, you can save enough in dictating and transcribing time alone to more than pay for an AUTO-TYPIST.

Mail coupon now for complete information about the
AUTO-TYPIST. No cost or obligation.

AMERICAN AUTOMATIC TYPEWRITER CO.

**610 N. Carpenter St.
CHICAGO**

**320 Broadway
NEW YORK CITY**

**Strand House
LONDON**

**Mail this coupon
to our nearest
office. Learn how
AUTO-TYPISTS
can help your
sales and collec-
tion problems.**

MAIL THIS COUPON

NAME

ADDRESS _____

CITY _____ STATE _____

RESOLUTIONS

Naturally . . . it pleases *this reporter* to receive copies of resolutions recently passed by various organizations.

First . . . a resolution was passed by the Board of Directors of the Mail Advertising Service Association International at its September Convention in Chicago. "The Board pledged whole-heartedly to support the campaign of exposing the dissemination by mail of insidious and pernicious propaganda harmful to the government of the United States."

Second . . . a letter from Walt Marsh, President of the Marsh Stencil Machine Company, Belleville, Illinois, encloses a resolution passed by the Belleville Rotary Club on September 14th . . . a resolution that was forwarded to the International Rotary offices with the request that it be discussed at the Executive Committee meeting in October.

Third . . . at the American Legion Convention in Boston, the following resolution was incorporated with all the other resolutions pertaining to the present emergency.

"Be it resolved that the National Legislative Committee of The American Legion urge upon the Congress of the United States, passage of legislature which will ban the use of the mails for propaganda material to such organizations as the Communist party, the German-American Bund and other similar un-American organizations and societies."

Fourth. The Graphic Arts Association of Baltimore, Maryland, at its meeting on September 19th, unanimously adopted the following resolution.

WHEREAS, the officials of our government have on many occasions in recent months voiced their deep concern about the propaganda which is being disseminated in this country and the subversive activities which are being sponsored by foreign governments, whose policies and principles of government are contrary to those which the American people have always cherished; and,

WHEREAS, such propaganda is frequently disseminated through the medium of printed matter;

THE REPORTER

THEREFORE BE IT RESOLVED, that the Graphic Arts Association, Baltimore, Maryland, urge its membership to pledge their fullest cooperation to the responsible agencies of our government by not only discouraging the printing of such matter but also by promptly reporting to such governmental agencies any material coming to the attention of the members which is considered inimical to the best interests of the United States and its ideals.

Charles C. Johnson, Jr., Governor, 10th District (Southwest) Advertising Federation of America, Fort Worth, Texas, writes to tell us that on September 24th, the Tenth District Headquarters wrote letters to Congressmen Dies and Dickstein, commending them on their courageous attitude. On the same date also they wrote the following letter to Senators Morris Sheppard and Tom Connally, and to Representative Fritz G. Lanham.

"As the elected head of some seven hundred advertising men and women in the Southwest, I have watched with growing concern the misuse of the United States mails by the German government, as exposed in the magazine, '*The Reporter of Direct Mail Advertising*' Consequently, I was pleased to note that Congressman Samuel Dickstein, in a speech on Aug. 27th, brought this subject before the House of Representatives.

"We are unanimously in favor of immediate abrogation of the Postal Treaty with Germany, and urge your support of such action.

"We likewise respectfully request the Congress to enact legislation that will prohibit any foreign government or its agents from soliciting by mail or in person, any resident of the United States for the purpose of securing an acceptance of a form of government opposed to our own."

Fifth. K. E. Kellenberger of the Union Switch and Signal Company, Swissvale, Pennsylvania, introduced the following resolution at the Annual Banquet of the Direct Mail Advertising Association. Accepted.

"Be It Moved that the Direct Mail Advertising Association go on record as endorsing the present campaign undertaken by *The Reporter*, the newspapers, and others to free the United States Mails of foreign propaganda designed to injure America and its institutions and that copies of the resolution be submitted to the Post Office Department and to all Federal Agencies who may have the power to free America from this threat to the freedom of America."

THE REPORTER



Address Sales Dept. H

INTERNATIONAL
PAPER COMPANY
220 E. 42nd St., New York, N. Y.

Branch Offices:
BOSTON · CHICAGO · CLEVELAND

SEND TODAY for your free package on
your business letterhead.

International Mimeo Script



AN INTERNATIONAL PAPER VALUE

Made by the Makers of: ADIRONDACK BOND & LEDGER • INTERNATIONAL MIMEO-SCRIPT • INTERNATIONAL DUPLICATOR • BEESWING MANIFOLD • TICONDEROGA BOOK • TICONDEROGA TEXT • INTERNATIONAL TI-OFAKE • CHAMPLAIN BOOK SARATOGA BOOK • SARATOGA COVER • LEXINGTON OFFSET

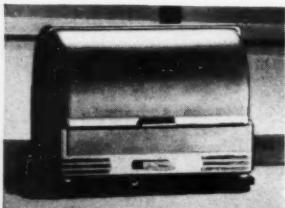


Edison's 8½" x 11" miracle!

It's the new, enclosed Ediphone for your desk. A beauty to look at! Compact as a box of candy! Believe it or not, this complete Ediphone takes up less desk space than a sheet of regular 8½" x 11" business paper. Think of that! It's another achievement of the "house of miracles"—the Thomas A. Edison Laboratories.

SAY IT TO THE

Ediphone
EDISON VOICEWRITER



Completely enclosed—dustproof

Dept. R8

Thomas A. Edison, Inc., West Orange, N. J.

Gentlemen:— I want —

- () The booklet "Don't Work So Hard!"
- () A trial of the new desk Ediphone

Name _____

Company _____

City _____ State _____

(In Canada, Thomas A. Edison of Canada, Ltd., 670 Bay St., Toronto)

HERE ARE THE 19

ABBOTT LABORATORIES

Mr. C. B. Downs
Adv. & Sales Promo. Manager
North Chicago, Illinois

AMERICAN BANDAGE CORP.
Mr. Robert Stone
Director of Sales
Chicago, Illinois

AMERICAN ENGINEERING COMPANY
Mr. J. S. Bennett
Sales Manager
Philadelphia, Pennsylvania

AMERICAN MACHINIST
McGRAW-HILL PUBLISHING CO., INC.
Mr. E. J. Tangerman
New York, New York

AUSTENAL LABORATORIES, INC.
Mr. John D. Mannion
Advertising Manager
Chicago, Illinois

BERKELEY GRANITE COMPANY
Mr. E. C. Mims
Elberton, Georgia

THE BROADWAY-HOLLYWOOD
Mrs. Elsa Petersen
Advertising Manager
Hollywood, California

CABIN CREEK CONSOLIDATED SALES
Mr. Harry V. Miles
Advertising Manager
Cincinnati, Ohio

CANADIAN INDUSTRIES LIMITED
Mr. Spalding Black
Advertising Manager
Montreal, Quebec, Canada

CARSTAIRS BROS. DISTILLING CO., INC.
Mr. G. Allen Reeder
Advertising Manager
New York, New York

CATERPILLAR TRACTOR CO.
Mr. P. C. Smith
Asst. Advertising Manager
Peoria, Illinois

THE CITY LOAN & SAVINGS CO.
Mr. S. J. Schoonover
Advertising Director
Lima, Ohio

COLEMAN BOTTLED GAS INC.
Mr. H. W. Taft
General Manager
Wichita, Kansas

COLUMBIA BROADCASTING SYSTEM
Mr. V. M. Ratner
Director—Sales Promo.
New York, New York

CONSOLIDATED EDISON COMPANY OF NEW YORK, INC.
Mr. Henry Obermeyer
Vice President
New York, New York

CURLEE CLOTHING COMPANY
Mr. H. C. Phillips
St. Louis, Missouri

CURTIS COMPANIES INCORPORATED
Mr. E. J. Welsh
Advertising Manager
Clinton, Iowa

DOMINION CORSET CO., LTD.
Quebec, Quebec, Canada

EASTERN AIR LINES, INCORPORATED
Mr. P. H. Brattain
Vice President
New York, New York

GENERAL ELECTRIC COMPANY
Mr. G. M. Robertson
Publicity Department
Schenectady, New York

GENERAL MOTORS PRODUCTS OF CANADA, LTD.
Mr. Claude B. Watt
Advertising Manager
Oshawa, Ontario, Canada

GOODALL COMPANY
Mr. Elmer L. Ward
President
Cincinnati, Ohio

GROVE PARK INN
Mr. J. A. Nordman
President
Asheville, North Carolina

HARDWARE MUTUAL CASUALTY CO.
Mr. P. G. Parkinson
Advertising Manager
Stevens Point, Wisconsin

HART SCHAFFNER & MARX
Mr. E. R. Richer
Advertising Director
Chicago, Illinois

THE REPORTER

1940 LEADERS

HOTEL TUDOR
FRED F. FRENCH MANAGEMENT CO.
Mr. Robert C. Agard
Manager
New York, New York

HYGRADE SYLVANIA CORPORATION
Mr. John Holland
Adv. & Promo. Manager
Salem, Massachusetts

INTERNATIONAL FIBRE BOARD LTD.
Mr. F. C. Johnstone
Adv. & Sales Promo. Mgr.
Gatineau, Quebec, Canada

LAPIDES DELICATESSEN
Mr. Leon Lapides
Baltimore, Maryland

MERCK & CO. INC.
Mr. D. W. Coutlee
Director of Advertising
New York, New York

MERRIMACK MUTUAL FIRE INS. CO.
Mr. E. C. Nichols
Secretary
Andover, Massachusetts

MOHN BROTHERS COMPANY, INC.
Mr. J. D. Mohn
President
Reading, Pennsylvania

MUTUAL BROADCASTING SYSTEM, INC.
Mr. Robert A. Schmid
Director of Advertising
New York, New York

NATIONAL BROADCASTING CO., INC.
Mr. Harold E. Bisson
New York, New York

THE NATIONAL CASH REGISTER CO.
Mr. R. H. L. Becker
Advertising Manager
Dayton, Ohio

NATIONAL CHEMICAL & MFG. CO.
Mr. T. M. Wannamaker
Advertising Manager
Chicago, Illinois

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.
Mr. T. O. Yoder
Financial Secretary
New York, New York

OHIO STATE UNIVERSITY ASSN.
Mr. John B. Fullen
Alumni Secretary
Columbus, Ohio

THE PENNZOIL COMPANY
Mr. E. F. Johnson
Advertising Manager
Oil City, Pennsylvania

THE PERFECT CIRCLE COMPANY
Mr. Stanley Murray
Asst. Advertising Mgr.
Hagerstown, Indiana

PHOENIX METAL CAP CO., INC.
Mr. H. J. Higdon
Advertising Manager
Chicago, Illinois

REPUBLIC STEEL CORPORATION
Mr. Elmer J. Kopf
Advertising Division
Cleveland, Ohio

RKO RADIO PICTURES, INC.
Mr. L. J. Bamberg
Sales Promotion Manager
New York, New York

SARCO COMPANY, INC.
Mr. G. A. Binz
Sales Promotion Manager
New York, New York

SHAKEPROOF LOCK WASHER COMPANY
Mr. C. F. Keyser
Advertising Manager
Chicago, Illinois

SINCLAIR COAL COMPANY
Mr. Murrell Camp
Advertising Manager
Kansas City, Missouri

SOUTHERN STATES IRON ROOFING CO.
Mr. R. A. Childers
Manager Roofing Sales
Savannah, Georgia

SUGAR BEET PRODUCTS CO.
Mr. E. N. Andrews
Advertising Manager
Saginaw, Michigan

THE RUDOLPH WURLITZER CO.
Mr. E. O. Fay
Advertising Manager
DeKalb, Illinois

YORK ICE MACHINERY CORPORATION
Mr. J. L. Rosenmiller
Manager, Sales Promo. Div.
York, Pennsylvania

HOW DO YOU LIKE YOUR
RIGHT HAND MARGINS?



LIKE THIS OR LIKE THIS

Centuries of reading squared printed matter (newspapers, magazines, etc.) have conditioned the reading public to expect even right hand margins. Ragged, uneven margins present an unfamiliar, hard-to-read appearance. As an illustration, the average reader labors over poetry with its jerky margins.

Your own typist (after proper instruction) can compose even margin copy on the Vari-Typer automatic justifier in your own office. Here's how simple it really is:

The operator, after several easy adjustments, types a line until a warning bell rings. A pointer indicates the number of characters which may still be used. When the maximum have been typed, the operator touches a key and repeats the line: it is justified automatically.

Compare these columns from the standpoint of appearance and legibility. Subconsciously you will approve of the familiar squared margins of this column; while its finished type-set appearance is decidedly more pleasing to the eye.

Copy is stretched to the desired width...automatically...no time consuming settings are necessary. Even space between characters and words avoids objectionable gaps found in manually justified work.

Use automatic justification on your work for Mimeograph, direct to plate, photo-offset, liquid or gelatin duplication.

Improve the appearance of your bulletins, catalogs, folders, sales manuals, forms, etc., with automatic justification; one of Vari-Typer's six money saving features!

Write today, without obligation, for your copy of the beautiful new Vari-Typer Catalog illustrating and describing the Vari-Typer models and features.

Text copy for this ad composed on Vari-Typer B-9 automatic justifier

RALPH C. COXHEAD CORPORATION

Manufacturers of Vari-Typer

333 SIXTH AVENUE,

NEW YORK, N. Y.

ALL UNDER ONE ROOF

Advertisers Mailing Service, Inc., at 915 Broadway, New York City, maintains complete and up-to-date facilities for handling every phase of a Direct Mail campaign—all under one roof. Here the compilation of accurate mailing lists is the most important department in the organization . . . and the lists are guaranteed. Private lists are maintained on metal or fibre plates for all popular addressing systems, thus eliminating the costly upkeep of privately operated addressing departments. Addressing is also done on the typewriter or in neat legible handwriting, with names and addresses correctly spelled, spaced, and punctuated. Forms and bulletins are mimeographed; letters are multigraphed, personalized. All mailing operations are performed . . . collating, folding, stapling, pasting, inserting, sealing, stamping and mailing. There are departments for imprinting, for conducting mail surveys, for contest judging and the handling of radio requests. More than 500 satisfied customers use the services of this organization which is equipped mentally and physically to serve all advertisers who use the mails.

HOW DO YOU HANDLE RADIO REQUESTS?

If you have a radio program and offer a premium, or conduct a contest now and then, you know the headaches involved in the proper handling of radio requests. If the department handling this mail is A-1 in efficiency and accuracy, here are some of the important steps followed:

1. Mail is picked up in sealed bags, weighed, and delivered by bonded employee.
2. Lead seals on mailbags are broken by department supervisor and contents of bags are emptied onto specially constructed tables. Envelopes are hand-counted and checked against the weight count.
3. Sealed envelopes are carefully slit open by machine. Trained (and bonded) employees carefully extract contents, check amount of cash enclosed and proof of purchase (box top, wrapper, trademark, etc.), read coupon or letter to see that all information has been given, verify correctness and completeness.
4. All material in each lot is stapled together and turned over to supervisor with proper amount of cash for each lot.
5. Orders or entries received without cash, or otherwise incomplete or inaccurate, are turned over to supervisor.
6. Verified orders are given to typing department supervisor. Envelopes are hand-typed and keyed according to lot in order to provide a check for returned mail.
7. Incomplete orders or entries are handled separately, according to specifications.
8. ALL ORDERS ARE FILLED ON A 24-HOUR SCHEDULE FROM TIME OF THEIR RECEIPT, IN ORDER TO PRESERVE GOOD WILL OF CUSTOMERS.

Each of the above steps involves many additional operations, with constant checking to insure accuracy. To equip and staff an efficient department for this work alone requires more time and money than many radio advertisers care to spend. That is why Columbia Broadcasting System and other well-known firms have their radio requests handled by ADVERTISERS MAILING SERVICE, where efficiency, accuracy, and low cost are assured.

This half page is an advertisement for

ADVERTISERS MAILING SERVICE, INC.

915 BROADWAY, NEW YORK, N. Y., ALgonquin 4-6666

Write for Catalog R describing our complete service



Complete TYPESETTING SERVICE

...for Advertisers' and Publishers' most exacting demands—Hand-type, Monotype, Linotype. . . Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

KING TYPESETTING SERVICE

In the McGraw-Hill Building

330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

MORE ABOUT "THREE SONS"

As previously reported . . . The Y.M.C.A. National Board, 347 Madison Avenue, New York, under direction of Miss H. Harrison, made broadcasting recordings of a dramatized version of "The Letter to Three Sons." The Y.M.C.A. is offering 16 inch records with "Answer" on other side for a total cost of \$8.00. Are available to any outside groups, either for broadcast or local meetings.

For benefit of our readers, we report that spot broadcasts will be made by local Y.M.C.A.'s during October in the following cities:

Detroit, Michigan; Youngstown, Ohio; Pasadena, California; Pottsville, Pa.; Quincy, Illinois; Hartford, Conn.; Providence, R. I.; Russell, Ky.; Chicago, Illinois; Rocky Mt. North Carolina; Baltimore, Md.; Manchester, N. Hampshire; Danville, Illinois; Des Moines, Iowa; Toledo, Ohio; Racine, Wisconsin; Greenville, Miss.; Rochester, N. Y.; Cincinnati, Ohio; Norfolk, Virginia; Bay City, Michigan; Richmond, Virginia; Augusta, Georgia; Birmingham, Ala.; Jamestown, New York; St. Louis, Mo.; Syracuse, New York; Lexington, Ky.; Evansville, Ind.; Vicksburg, Miss.; Shreveport, Louisiana; WNYC, N. Y.; Columbus, Ohio; Auburn, Maine; Indianapolis, Ind.; Greensburg, Pa.; San Francisco, Calif.; Asheville, N. C.; Duluth, Minnesota; Nassau County, N. Y.; Springfield, Missouri; Cleveland, Ohio; Cumberland, Md.

Call your local Y.M.C.A. to get hour of broadcasts.

Additional Note: Hundreds of thousands of "The Letter to Three Sons" have already been distributed. More copies are available at *The Reporter* offices, 17 East 42nd Street, N.Y.C. at cost of printing, handling, wrapping and shipping: 100 booklets—\$2.00 (2c each); 500 booklets—\$8.75 (13/4c each); 1000 booklets—\$15.00 (1 1/2c each); 5000 booklets—\$50.00 (1c each).

HART, SCHAFFNER & MARX WINS REPORTER CUP

The silver cup furnished by *The Reporter* to the D.M.A.A., to be awarded for good showmanship to one of the campaigns submitted in the 50 Leaders Contest, was won this year by Hart, Schaffner & Marx, Chicago. After inspecting the campaign, we heartily agree with the decision of the judges. Campaign will be displayed in Direct Mail Center.

All of this material bears a definite stamp of quality and good merchandising sense. We wrote E. R. Richer, HSM Advertising Director, congratulating him on the campaign and asked him to say a few words about it. And we agree 100% with what he said:

As to the story itself, it could say something like this: You can't get a campaign like this without buying the best possible artwork, engravings, creative thinking, layouts, printing paper, etc., that are available. The trouble with so many direct mail campaigns is that large manufacturers spend a lot of money thinking about their magazine and radio programs and don't really give much thought to the tie-up advertising that they expect their retailers to use.

As a result many retailers throw much of the so-called cooperative material prepared by manufacturers into the wastebasket because they wouldn't get caught dead using it locally—and you can't blame them.

We have sold many millions of pieces similar to the ones in the winning campaign to retailers throughout the country. These retailers must like this material because they keep on buying more and more of it each season.

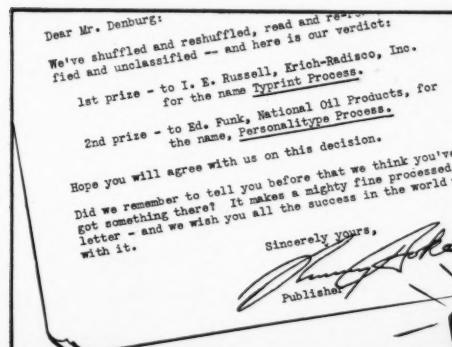
THE FINAL WORD ON ENVELOPE REGULATION

The August *Reporter* pictured and described regulation permitting printing over entire surface of catalog envelopes . . . provided space of 4 in. x 6 in. is left open *someplace* for address, etc. Several subscribers reported that local postmasters had refused such envelopes. We went to the fountainhead of all regulations. Here is the final word from Ramsey S. Black, Third Assistant Postmaster General, dated October 1st. Save this item to show to your postmaster in any future controversy on this point.

"As understood by you, a clear space should be left on the address side of all mail matter sufficient for a legible address, postage stamps, postmarking, permit indicia, etc., and the regulations provide that not less than 3½ inches extending from top to bottom, shall be reserved at the right end of that side for this purpose.

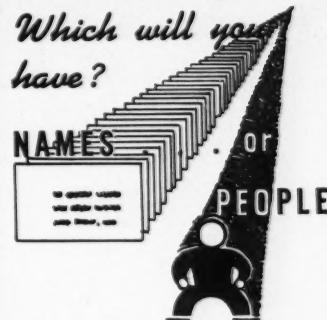
"However, in the case of large envelopes having an all-over design on the address side, if a clear space or panel approximately 6 by 4 inches in size is reserved for the address, return card, postage stamps, permit indicia, etc., such envelopes are acceptable for mailing purposes, and the postmaster of Columbus will be advised accordingly."

"The article on this subject appearing in the August issue of "*The Reporter*" is in accord with the foregoing. As you point out, it is our desire to cooperate with mail users and your kind reference to the Post Office Department in this respect is appreciated."



BARTON PRESS Inc. · 138 Washington St. · MArket 3-6322

NEWARK
N. J.



Names come to Life when you rent lists of individuals with known mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU
(Division of Dickie-Raymond, Inc.)

80 Broad Street Boston

Enjoy FALL
the shore's
BEST SEASON
at low-week-end
rates

Room, Bath & Meals
\$10 *12 *14
per person
Two in a room
FRIDAY TO SUNDAY

VACATION PACKAGE
MARVELOUS FOOD
Comfortable Rooms
Seawater Baths
Sun Decks
VITA GLASS SOLARIUM
WRITE FOR RESERVATIONS
F. Ernest Todd, Res. Mgr.

The SENATOR
ATLANTIC CITY

TYPRINT...

THE ARISTOCRAT OF PROCESSED FAC-SIMILE LETTERS

Customers tell us "Typrint" letters are just as good as actual typewritten letters, and they can be mailed with 1c postage.
• Write or phone for samples and prices.

*A New High
in Stencil
Standards*

FILM STENCIL

TEMPO
FILM

THE MOST
PROGRESSIVE
STENCIL STEEL
IN YEARS

SOLD BY LEADING DEALERS EVERYWHERE

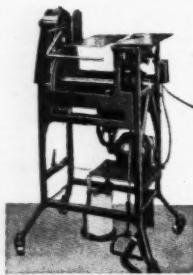
For details, attach this advertisement to your letterhead and mail today

MILO HARDING COMPANY

439 W. Pico Blvd., Los Angeles, Calif.
515 Commonwealth Annex, Pittsburgh, Pa.

Tie Your Mail on the Bunn Package Tying Machine

- Ties 20 to 30 Packages per minute.
- Ties all sizes tightly—no adjustments.
- Equals four hand tie-ers.
- Meets Postal Regulations.
- Makes a single wrap long way, double wrap the short way, crossing twine underneath package.



Write
For Our
Free Trial
Offer

B. H. BUNN CO.
7607 VINCENNES AVENUE
CHICAGO, ILL.

REPORTING A CONVENTION

(Continued from page 22)

method in this instance were as follows: first, two contemplated bulletins were cancelled entirely; envelope stuffers in part superseded some contemplated low cost pieces; and a proposed printing of 25,000 copies of the main piece was increased to 100,000 long before the job was ever set in type. Perhaps the greatest saving in this instance was due to the fact that 90 per cent of the inventory was purchased by the dealers and not a one of the forty odd pieces had to be rerun.

Another case cited was that of a steam trap manufacturer formerly producing expensive mail pieces and with a comparatively meager advertising space representation. Furthermore, this company did not have a bulletin to answer inquiries with and did not have any general bulletin describing the complete line. This resulted in the necessity of sending out a group of several rather expensive bulletins to each prospect and still not covering the entire line. A modest booklet of 20 pages, describing hook-ups of steam traps, was produced at a cost of five cents each. Two-page advertising inserts were used and these two pages became the center-spread of the mail pieces. Result: this company is now using twice as much space and twice as many mail pieces, all because each item was placed in its proper proportion to the entire budget.

Your reporter believes that the D.M.A.A. should emphasize more strongly . . . industrial advertising. We suggest to the Program Committee for 1941 that they appoint at once a Board of Advisors made up of industrial advertising men. Start working on the program early.

E. C. Badeau of The International Nickel Company, Inc., New York was chairman of the House Magazine Departmental. He has given us the highlights in a very effective manner.

The session on House Organs was devoted primarily to an attempted solution of four basic problems:

1. The planning and publishing of a publication of general interest.
2. The problems involved in the handling of a specialized publication for professional men.
3. Surveying the readership of a company magazine.
4. Building a circulation for the House Magazine.

Editors of three publications of outstanding importance and international reputation handled the first three topics. Circulation problems were discussed by L. G. Truitt of The International Nickel Company.

John O. Nilan, editor of "Watch," The American Mutual Liability Insurance Company of Boston, whose magazine won first award in the recent contest of House Magazines Institute, presented in detail the problems of a house magazine of general interest. Pointing out that the subject of his publication primarily was one of safety, he outlined the difficulties of making a relatively dull subject interesting.

Douglas Wakefield Coutlee, Director of Advertising for Merck & Company, and editor of the "Merck Report," one of the oldest company magazines in the country, outlined the difficulties which beset an editor who must prepare a publication for professional men. These difficulties include an absolutely correct presentation of formulas and pharmaceutical preparations, whose misinterpretation might result in danger to health.

Representing one of the nationally outstanding industries, E. R. Manchester, editor of the DUPONT magazine, E. I. DuPont de Nemours & Co., Inc., answered a question which has been asked by publishers of House Magazines of all types, as to whether or not they were getting the worth of the money expended in publishing a company magazine. This survey originally was prompted by questions arising within his own organization, and went into detail as to response from readers of the DUPONT magazine among

the varied branches of industry in which it is circulated. The survey, impartially conducted, indicated a readership reaching above 90 per cent of the total circulation.

Pointing out that editorial cooperation is necessary for the intelligent circulation of a company magazine, L. G. Truitt recited experiences involved in the revision of old circulation lists and the building of new lists. He emphasized the fact that, while the editor of the publication could handle the preparation of a magazine by himself with or without the cooperation of editorial associates, the circulation manager must have a definite statement of editorial policy to guide him in the building of a mailing list.

Robert Collier was chairman of the Better Letters Session on Friday afternoon. Charles B. Konselman, Jr., Sales Promotion Manager of Royal Typewriter Company, New York, has given us the highlights.

Following the promise of "plenty of brass tack data" on business letters, the Better Letters Departmental of the convention was a feature of the three day meeting. Chairman Robert Collier set the keynote of the session in his informative introduction when he said, "Experience has proven that an important essential for effective letter writing is the offer to give something to the reader. In the sales letter this may be a tangible 'gift,' as for example, a booklet."

In his talk on Design For Modern Business Letters, Mr. C. B. Konselman, Jr., Sales Promotion Manager of the Royal Typewriter Company, Inc., stressed the importance of modern correspondence standards.

"The letters the individual correspondent writes represent the company—actually are the company. They are a contact—many times the only possible one—between the company and the reader. Good letters do much to express the true spirit of the concern. On the other hand, a letter that is full of stereotyped, insincere jargon can spoil good relationship as effectively as a rude or illiterate salesman."

The use of Direct Mail in employee relations was the subject of the timely talk by Mr. Thomas J. Liston of the Advertising Department of Revere Copper & Brass.

"Revere, with its wide-spread factories and mills, has developed a program which effectively informs every worker about the company and the things for which it stands. Included in our mailings to employees are bulletins, graphs and statistics showing exactly how the company gets its money and how it is spent. We feel that our employee relations are exceptionally fine and credit our Direct Mail program in a large measure for this success."

"The sales letter writer should pick up his pen only after he has a definite message of importance to write about and has developed his thought to the point where the message in itself is compelling and will demand action from the reader," said Mr. Henry Dorff of the L. E. Waterman Company.

Mr. Dorff laid particular emphasis on the fact that while powerful language and expert mechanical set-up is necessary and valuable in every sales letter, the proper stress should be placed on thought and content. Illustrating his points, he cited examples from several actual successful and ineffective sales letters.

Earle A. Buckley of the Earle A. Buckley Organization, Philadelphia handled the Direct Selling Session which closed the Convention. Ed Mayer of James H. Gray, Inc., New York, gave his famous Ten Commandments for Mailers. (See May Reporter, page 22.)

John A. Smith, Boston, Massachusetts gave his Keys to Successful Mail Selling. . . . many of which have already appeared in *The Reporter* . . . but which concern the sound theories of humanizing copy and following the accepted attention, interest, desire, action formula.

This closing departmental furnished one of the highlights of the whole convention. It was one of those unexpected successes by an "unknown" speaker who had not appeared on a D.M.A.A. Program before.

Our Report for the 23rd Annual Convention for the Direct Mail Advertising Association can well be closed by summarizing the talk by George Pfeiffer, 3rd, Manager of the Special Service Department of the J. B. Lipincott Company, of Philadelphia. The subject "Increasing Percentages By Reducing Costs."

(See next page)

Direct-Mail Address Costs Cut In Half!

Now you can afford (if you are a large mailer) to use an addressing machine instead of a typewriter on any mailing list addressed more than once. This is revolutionary, because heretofore names have had to be addressed at least four times before it was worthwhile to make address plates for them.

Send for circular, "Elliott Starts Addressing Revolution!" Learn how a 3-time addressing on a list of 100,000 names will pay for both the Address Cards and the Addressing Machine. And with this new Elliott system you will have no filing cabinets or trays to buy.

Elliott
Addressing Machine Company
127 Albany St. Cambridge, Mass.

Copy That Sticks!

New York, Sept. 24.—"Copy Stickers" are going to town in a big way! Pulling 'em in! Knocking 'em dead! They pack a wallop and plenty of umph at a cost that's practically nil. Little guys and big name advertisers use 'em without reserve. They carry advertising messages free, instruct, caution, aid shipping, speed mailings or what have you!

If you've read to here, you'll want to know more!

Sign your name . . . attach to letterhead. You'll learn!

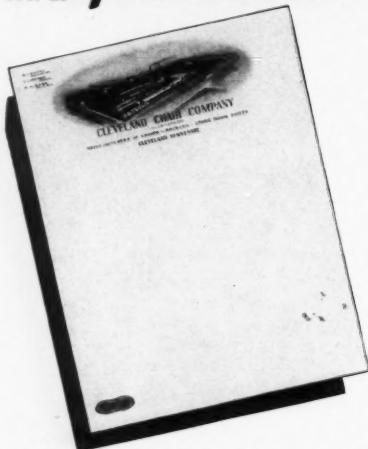
SEND 48 PAGES, 528 IDEAS
to use "Copy that Sticks!"

Name _____

Ever Ready LABEL Corporation
155 E. 25th Street New York, N.Y.

Visit our Exhibit at the World's Fair in New York. Business Systems Building — "Offices-at-Work."

Where Else Can You Buy
LETTERHEADS *Like this*
for as low as \$10 a Thousand!



Send us a sample of your present letterhead and let us quote our MASS PRODUCTION price for QUALITY work on any quantity in which you buy. Our Letterhead Clinic will re-design your old letterhead, if you wish, and submit sketches absolutely free and without obligation, together with our quotation.

Universal Lithographing Co.
 (A Subsidiary of Peerless Lithographing Co.)
 Dept. 29

4311 DIVERSEY AVE., CHICAGO, ILL.

For **YOUR** Winter
 Mass Mailings...

"MOSELY
 has
 the
LISTS"

WRITE FULLY TODAY TO
 DEPT. R-10

MOSELY SELECTIVE LIST SERVICE
 Mail Order  Headquarters
 230 CONGRESS STREET
 BOSTON
 MAIL ORDER LIST HEADQUARTERS

INCREASING PERCENTAGE . . . BY REDUCING COST

(Convention report concluded)

Just a year ago I was catapulted for the first time into Direct Mail Advertising, totally ignorant of your problems and terminology. Out of the confusion I have managed to stumble across a few ideas which may be of some value to you who are experienced in the art of doing business by mail. Much of what I have to say will be "old stuff" to most of you; yet, I, as a novice, may happen upon some things you learned long ago and have forgotten to keep practicing. As I go on, think back over your "old days" and your immediate departments.

The first word I learned in your language was "PERCENTAGE"; it is apparently your pass-word. Certainly it punctuates everything we talk about. And it is the unwritten keynote of this convention, the translation of our motto "LET'S TALK ABOUT RESULTS." Perhaps we should examine it more closely.

A year ago I used it as my guiding star, as I had been told. But I found it obscured other more vital issues. Faced with the problems of making a budget I came to learn that there is another "PERCENTAGE," more important than this one, concerned with the number of reply cards and reply envelopes returned by the postman for every thousand pieces of material mailed out. The real percentage, the one that pays our salaries and creates dividends is THE PERCENTAGE COST OF DOING BUSINESS. What matters anything else if that is out of line?

There are three figures in your budget: Department Overhead, Mailing Costs, Sales (or Inquiries for same). If these figures are going to look pretty to the boss, they must be shapely; and that means you must put restraining influences on them here and there. Keep them all in proportion; don't allow any unsightly bulges!

I'll not discuss that one figure, SALES, because everyone has been talking about it for three days now, and you know more about it than I do. But let's turn our attention to the other two which must, ultimately, be in good proportion with it: DEPARTMENT OVERHEAD and MAILING COSTS.

Have you checked your department overhead lately? What about your personnel—their PERCENTAGE? There are three primary ways for increasing this percentage: System, Personal Interest, and Duplication of Abilities.

System: Have every member of your staff write out his and her duties as the first step. Then group allied interests and study them to see if they are being handled by the most logical persons for the greatest efficiency. It is well worth working on late at night. You will also find that if you have each person, after writing out her duties, explain them to her co-workers she will know her own work more clearly when she is finished explaining. And there can be no question of the value of having every worker thoroughly conversant with what those with whom she works are doing. Such duplication of abilities is invaluable during sickness, vacations and training of new employees. Above all, it helps smooth out the functions of your department and creates better efficiency. I have found that the application of such principles enables us to handle with two girls 13% more work than four accomplished previously.

Don't forget PERSONAL INTEREST. Pass along the thrill you get out of Direct Mail work. We're all human, after all. Filing is easier for him or her who is really interested in the orders. As a result, more work gets done in less hours and fewer mistakes are made. Everyone in your department should be interested in every job going out. Ask their advice on copy and layout. Use their ideas and give them full credit. Then see how quickly orders are filled, records entered and filing accomplished. There are, of course, hundreds of ways to increase personal interest. Think of them, use them and be happier with a happier staff—and *watch costs go down!*

Then there is that other important item, PRINTING AND MAILING COSTS. It isn't just getting printing bids and accepting the lowest that counts. You mailings cost no more or less than your original plans call for. We all test lists and copy appeal and all kinds of variables, but how often do we test *less expensive* against *more expensive* mailings. Did we all catch the real significance of Dave Beard's talk on Wednesday when he told how McGRAW-HILL built the circulation of Photo-Technique—discovering with many tests that a \$22.00 per thousand mailing outpulled a \$46.00 mailing!

Let's consider for a moment just what it means to that COST PERCENTAGE to

cut even a little from a campaign: Assume you are selling a \$3.00 book and that you aim at a 43% selling cost.

Campaign Cost	Return	\$3.00 Book	Selling Cost	
\$34 per M	2½ (Reduce costs only \$2.00)	\$75.00	43.3%	(You lost out)
\$32 per M	Same	Same	42.6%	(You win)
\$31 per M	Same	Same	41.3%	(You win—more)

Too often, I think, we beat our heads against the second column rather than the first!

Typography is a fascinating art, but it can become our master when we forget how little the general public is sometimes cognizant of it. I found that, on a bargain appeal—four pages, 9x12—it paid to switch to cheaper stock, to pull out leading, jam everything together, trim to 8½ x 10½ and print cheaply. *It sold more books and cost less.*

Review your own situation. Study all available machines. You may find, as we have, that a multilith duplicator and a large multilith can, if kept running, make new circulars out of paste-ups of old ones and run reply cards as well as office forms at a great saving. Or you may find that a meter machine on the wrong side of the room is wasting valuable time for those using it. There are hundreds of ways to cut costs—each one a minor victory when you catch it.

Yes, LET'S TALK ABOUT RESULTS—let's not forget that other PERCENTAGE, *the percentage cost of doing business.*

A FEW FINAL WORDS

So . . . another D.M.A.A. Convention has gone into history. The D.M.A.A. has gone through its ups and downs during the twenty-three years of its existence. This past Convention proves that the D.M.A.A. is on another upward curve. Commercial exhibits were resumed this year. Slightly different from former years when huge crowds of local users of the mail attended the exhibits. This year attendance was limited to registered delegates. However, the space cost the exhibitors very little. They received the serious and studious attention of each of the delegates. Next year the exhibits should be enlarged and improved.

A surprising number of delegates stayed over for the week-end in balmy, beautiful Atlantic City. Sunday morning we were still having a miniature convention out on the boardwalk in front of Haddon Hall. No one knows what the next twelve months have in store for all of us. However, there was much discussion on the sidelines concerning the location of the 1941 Convention. Now that it has been demonstrated that the D.M.A.A. can hold a successful convention in a resort city, the problem of a convention site is not as difficult as in former years.

We understand that the Convention Committee for next year will take a poll of all the members in determining location, date and other details. *Your reporter* took his own private poll of many delegates as they were checking out . . . and although we did not develop any scientific statistics . . . our guess is that a majority would be in favor of visiting Canada for the first time in D.M.A.A. history.

The only trouble with a D.M.A.A. Convention is . . . it is over too quickly. Looking over registration list, it is alarming to see how many people we missed talking to . . . Oh my! But other years are ahead.

Next issue of *The Reporter* will resume usual items on current mailings and problems. D.M.A.A. Convention only comes once a year.

SUSPECTS OR PROSPECTS?

No matter how good your direct mail promotion copy, your results depend on the quality and accuracy of the names on your list.



Mc GRAW-HILL
DIRECT MAIL LIST SERVICE

Hundreds of the leading mailers—industrial and mail order—use McGraw-Hill Lists to insure maximum results from their direct mail promotion.

★
Write for Details Today

★
DIRECT MAIL DIVISION

McGraw-Hill Publishing Co., Inc.
330 West 42nd St., New York, N. Y.

You've Probably Said Mr. Advertising Manager

"I'd like to use a Two-Compartment Envelope—but they are too expensive."

We corrected that complaint by a drastic REDUCTION IN PRICES on our Two-Compartment Duo-Serve Envelope.



PRICES REDUCED . . . QUALITY MAINTAINED . . . Attractive . . . Strong . . . "Easy-to-Imprint"

Your printer or paper merchant can make prompt delivery in standard sizes. Write us—for samples in special papers—sizes or designs.

Duo-Serve Envelope Co.

618-A CAPITOL AVENUE
Hartford, Connecticut
"An Old Colony Envelope Co.
Product"

Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc.? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

Fisher-Stevens Service, Inc.
183 Varick St. New York, N. Y.

House Organs

If you sell a repeat product or service, write for information

William Feather
540 Caxton Bldg. Cleveland, O.

LETTER GADGETS

You will be astounded by the far greater pull from your letters when you use a good gadget. Many of the best experts are using them, and Letter Houses who are recommending them are increasing their business beyond their wildest hopes. Good gadgets can be secured for less than 1c each and pay for themselves many times over by keeping those letters out of the wastebasket. Write for circular illustrating 115 different gadgets.

A. MITCHELL
326 No. Michigan Ave., Chicago, Ill.

Our Names Now Available For Rental!

To large quantity mailers of non-competitive products. Our large direct mail product advertising to boys and young men gives us a tremendous quantity of fresh names each month. Each inquiry represents a cash purchase—no coupon clippers, free offers, etc. High quality, bona fide names. None more than six months old. If you are in the market for live, responsive genuine mail order buyers, test our list. Write

MR. T. R. SMITH
Johnson Smith & Company
Detroit, Michigan

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

Women respond to certain appeals. Don't guess . . . use advertising designed to bring returns. Use Bowser Service Corporation, 51 Madison Avenue, New York, N. Y.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

EQUIPMENT FOR SALE

MULTIGRAPHES, MIMEOGRAPHES, Folding Machines and Attachments—Sold, Bought, Traded-in, Repaired and Rebuilt. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

HELP WANTED

ADVERTISING MAN, 22-35. Good on direct mail, copy and layout. Creative. Write fully with specimens your work. Box 901, The Reporter, 17 E. 42nd St., N. Y. C.

WANTED—A number one advertising copywriter for newspaper and direct-by-mail. State experience and if capable of doing art work, age, whether married or single, reference, salary now earning. Also send samples of work. Permanent position now open in high grade southern store featuring men and women's apparel. Address Box 902, The Reporter, 17 E. 42nd St., N. Y. C.

HOUSE MAGAZINES

500 TWO COLOR House Organs \$10.00; 1M, \$15.00. Brings new customers, develops present accounts. Free cut and copy service. Your ad on front cover. Proven results. Get samples. CRIER PUBL., 1840 E. 87th St., Cleveland, Ohio.

LETTERHEADS

MY ANALYSIS puts individuality in your letterhead. Mail yours with two dollars to Fred Scheff, Author "Letterhead Design and Manufacture," 68 Nassau Street, New York.

MAILING LISTS

MAILING LISTS and PROSPECT LISTS. Write for catalog of 6500 classifications. TRADE CIRCULAR ADVERTISING COMPANY, 25 S. Market Street, Chicago, Ill. FRA 1182.

MAILING LISTS

TRADE MAILING LISTS compiled to your order from latest sources. All classifications. Lowest prices. Quotations free. 100% satisfaction guaranteed. Vincent's, 193 Jefferson, Hartford, Conn.

MISCELLANEOUS

Pictures Give Your Advertising Literature SELLING POWER! Use them freely eliminating expensive engravings with Laurel Process. 500 (8½ x 11") copies \$2.63; additional 100's 22c. Equally low prices on Booklets, Folders, Catalogs. Request Free Descriptive Manual. In Metropolitan N. Y. ask for Representative. Laurel Process, 480 Canal St., N. Y. C.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS & SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

PERSONALIZED CHRISTMAS CARDS

YOUR CHRISTMAS CARD can be a handsome gift if it is original, personalized and in excellent taste. We guarantee supervision by Rudge designers. Best prices on orders of 1000 copies and up. Rudge's Sons, 225 Varick Street, New York.

PHOTOGRAPHS

4"x6" GENUINE PHOTOS	
Per M	Per M
1,000 @ \$35.00	25,000 @ \$22.50
2,000 @ 32.50	50,000 @ 20.00
5,000 @ 30.00	100,000 @ 18.50
10,000 @ 25.50	

Orders for any quantity filled within a few days' time. Send us your photographs and we will prepare samples without cost or obligation. The Grogan Photo Service, Inc., Danville, Illinois.

SALES HELPS

For \$1 I will write your classified ad so magnetic that it will have to bring business. Jed Scarboro, 10 Wetmore Ave., Maplewood, N. J.

SALES LETTERS

A single mistake in a good sales letter can destroy its effectiveness just as a little bag of pepper can ruin a carload of bananas. It pays to have an expert write your sales letters. Lester Meyers, 112 East 17th St., New York. GRamercy 3-1833.

**THE JOHN B. WIGGINS CO.
ENGRAVED CARDS OF DISTINCTION**



1160 FULLERTON AVENUE, CHICAGO

POSTER STAMPS



**POSTER
STAMPS
INCREASE
SALES**

Poster Stamps and Albums Combine all the Sales Values of Premiums, Direct-Mail and Prize Contests at Considerably Less Cost

We Have a Number of Case Histories of Various Types of Businesses to Prove It

C O M B I N E
C L A S S
C O N T R O L
C O N T I N U I T Y
C O N S U M E R
C O V E R A G E
C O L L E C T E D
C O - O R D I N A T I O N



Members of the
National Poster Stamp Society

POSTER STAMPS combine the eye-appeal of the hoarding with the forcefulness of direct mail. They are an enduring advertisement and are not readily forgotten.

POSTER STAMPS enable the advertiser to get his message across simply and effectively to ALL classes—young and old alike.

POSTER STAMPS offer CONTROLLED circulation: the market can be reached EN MASSE in a limited way, with one shot, or over a period, as desired.

POSTER STAMPS supply the ideal co-ordinated tie-up with other forms of advertising—press, poster, direct mail, radio, window display.

POSTER STAMPS afford valuable medium for consumer education, sales promotion and market research . . . and can be made self-liquidating.

POSTER STAMPS provide the desired continuity of purchasing incentive in the form of premiums in wrapped merchandise.

POSTER STAMPS are a proved revenue producer. Apart from "fund raising," advertisers are SELLING Poster Stamps, thereby covering cost of production whilst attaining valuable publicity.

POSTER STAMPS represent enduring publicity at a remarkably low cost. (Poster Stamps as COLLECTED items are kept, referred to and discussed—IN THE HOME.)

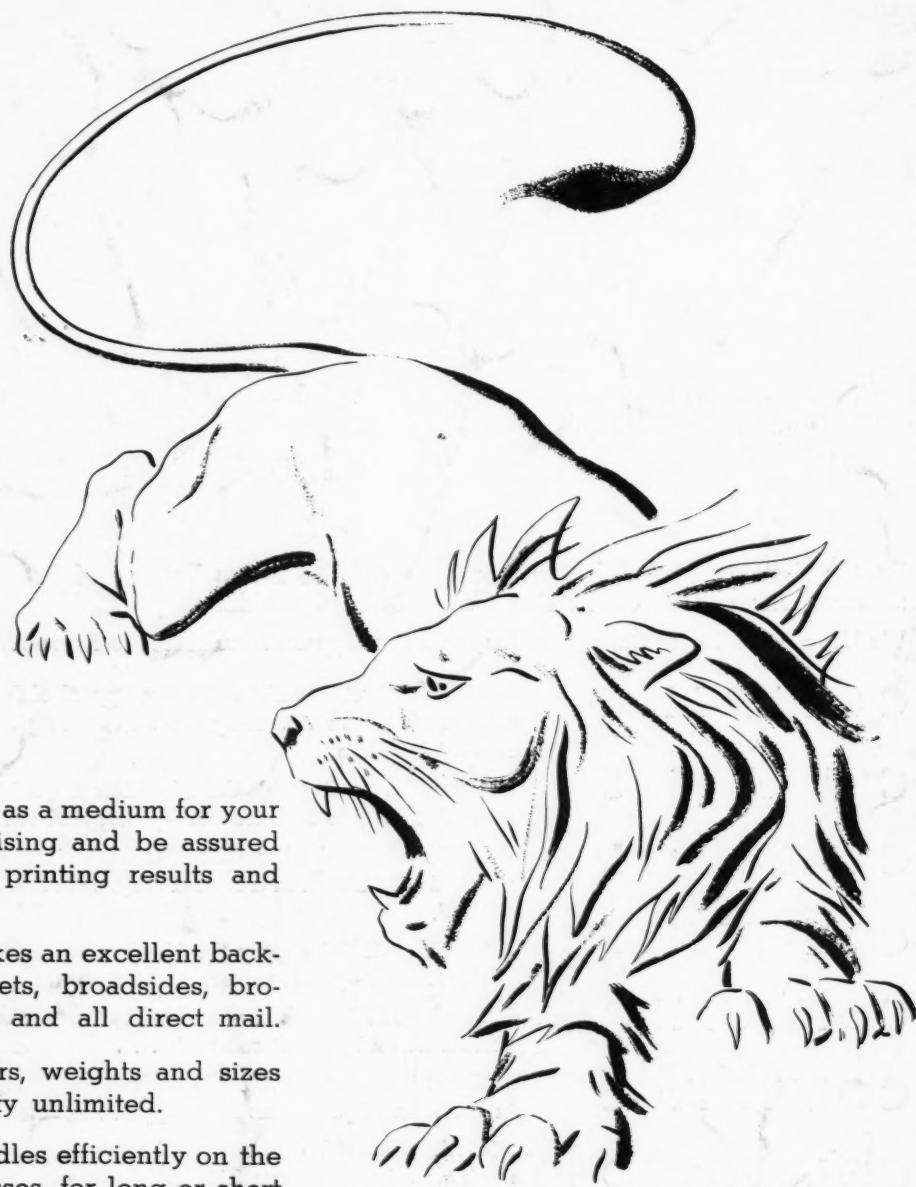
POSTER STAMP ADVERTISING SERVICE

*A Complete Service from Conversation
About Sales to Conversion to Sales*

1133 BROADWAY • NEW YORK • WATKINS 9-6979

Write Today For Complete Information

RISING RED LION TEXT



Use Red Lion Text as a medium for your direct mail advertising and be assured of beauty, quality printing results and low cost.

Red Lion Text makes an excellent background for booklets, broadsides, brochures, pamphlets and all direct mail.

The range of colors, weights and sizes makes its versatility unlimited.

Red Lion Text handles efficiently on the press in all processes, for long or short runs.

Ask your Rising merchant for sample sheets or a sample book of Red Lion Text.



RISING PAPER COMPANY • Housatonic • Massachusetts

